S

# THE BUSINESS MAGAZINE OF THE MEDICAL PROFESSION CONTINUES CONTINUE

NOVEMBER 4935

CIRCULATION: 127,000





### During Pregnancy and the Postpartum Period

supporting treatment is essential.

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### **Medical Economics**

THE BUSINESS MAGAZINE OF THE MEDICAL PROFESSION

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H. SHERIDAN BAKETEL, A.M., M.D., Editor WILLIAM ALAN RICHARDSON, Managing Editor J. T. DURYEA CORNWELL, JR., Associate Editor RUSSELL H. BABB, Advertising Manager LANSING CHAPMAN, Publisher

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- PROSTATITIS
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STREET.....

CITY



#### ★ Unconstitutional

To the Editor:

Relative to your article, "Social Security-and You" (October MEDICAL ECONOMICS), I see a point that I believe will not hold in the Supreme Court.

Apparently the law seeks to put the physician in the involuntary employ of the government, inasmuch as it will be his duty to collect from 1/2% to 3% of each employe's salary for federal use. Eventually he will have to pay double anyway-3% for himself and 3% for his office girl-because moral pressure requires him to give the girl enough to

The debatable point, however, relates to the physician's becoming a collection agent for the government. Basically, this is an infringement of his rights.

Carleton Deederer, M.D. Miami, Florida

### **★**The "Sunshine of America"

To the Editor:

The article, Glands" "A Fortune in (August MEDICAL ECO-NOMICS), stated that John Brinkley's powerful broadcasting station at Villa Acuna, Mexico had been closed. This is a fact; but a short time after the closure, he leased or purchased another broadcasting station (XEAW) just below the border at Reynosa, Mexico.

Brinkley still gives the same talks as before and requests people to visit him at Del Rio, Texas, where he has a hospital. I am informed that he keeps the local hotels and rooming houses filled with his patients.

He advertises the same book, too; and I recognize the voice of the same announcer he had when he used his station at Villa Acuna. His present station has the usual fortune teller and business adviser who charges \$1 to predict your future or help you with your job.

XEAW goes on the air every evening and night as the "Sunshine of America, at which time you may hear some music, advertising, and the so-called goat gland specialist. I understand he is now specializing in treatment of the prostate gland, without use of the knife.

For better information, tune in on XEAW-any time from 7 to 12 midnight. H. J. Hamilton, M.D. Laredo, Texas

### ★ Bogged by Details

To the Editor:

On July 1 the workmen's compensation law of New York State was changed to allow the injured workman free choice of physician. While there may have been some justification for this move, the amount of clerical work necessitated since the law was revised is such that no practitioner with any volume of patients can attend to them and at the same time keep his reports up to date without assistance.

Of course, surgeons and physicians who have a great deal of compensation work to do usually employ clerical help to look after their reports anyway, and may not feel the hardship so much. The average practitioner, however, who works long hours alone and is often dead tired will frequently have to turn down this type of work. I think it's a great injustice, and one that will tend to throw all the work into the hands of specialists who have office aides to relieve them.

Samuel Barone, M.D. Buffalo, New York

#### ★ Comment on Clinics

To the Editor:

"Cured by Clinics," in The article, September MEDICAL ECONOMICS, detailing the experiences in a clinic of Mrs. C. W. W., is unusually heart-rending and disillusioning. The unsympathetic and brutal conduct of the personnel, in-cluding physicians, toward this sensitive, but unfortunately situated woman are not merely inexcusable but damnable as well.

Mrs. C. W. W., a former social worker herself, must undoubtedly have heard similar accounts from other people. Perhaps she thought they were expecting

### An Open Letter to the Profession

Dear Doctor:

It will perhaps come as a surprise to you that BOST Tooth Paste or Powder are products which do NOT heal sore gums, cure pyorrhea, or in any way replace the professional service of the dentist. Moreover, it is no cure-all.

This may sound all quite facetious but, frankly, we're a little fed up with the present-day plethora of cure-alls. So many extravagant claims are being made for dentifrices that it's no wonder the public is slightly bewildered.

In BOST Tooth Paste and BOST Tooth Powder we have a very effective formula for keeping teeth clean and free from the discolorations caused by smoking. This dentifrice contains mild and harmless emollient oils which dissolve tobacco stains and safely remove them. It employs no acid, no bleach and no harsh abrasives.

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This letter is to ask you to try BOST Tooth Paste and Powder—subject them to your own private tests and lend them whatever support you may consider they warrant.

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Wm. Dale Bost

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ME-11-35

too much or that they were deliberately lying. Yet it does make a difference when one is on the other side of the fence.

Does Mrs. C. W. W. still think that socialized medicine would be the great panacea that its proponents claim? Does she still believe that medicine can be practiced by rote, without that personal touch and individual relationship which obtains under private practice? Hardly,

Her own experiences provide a fair example of what to expect when the whole system becomes controlled by bureaucrats and when every member of its personnel becomes an automaton without personal interest. Did Mrs. C. W. W. expect the clinic physician to indulge in all the niceties expected of a private practitioner? I don't know how much her private specialist charged her, but certainly if he gave her the time and effort necessary for a thorough examination, even with the niceties thrown in, he had to bill her for it accordingly.

Mrs. C. W. W. mentions, with a semblance of facetiousness, this doctor's "finely-appointed office." Perhaps the appointments helped to restore the selfconfidence and self-respect she had loat in the clinic. But most patients fail to realize that finely-appointed offices in appropriate neighborhoods consonant with such appointments cost money to maintain.

tain.

Then, too, the doctor's nurse was very courteous and considerate. Of course she was. She was probably chosen for her job by reason of her personality and aptitude. But to employ her also costs money.

In this world one gets what one pays for—whether it be medical care or merchandise; and nothing handed out by private philanthropies or by the state will ever take the place of individualism.

> M.D., Brooklyn, New York

To the Editor:

In going over September MEDICAL ECONOMICS, I was very favorably impressed with the article, "Cured by Clinies," by Edna B. Mann. This is one of the best answers to state medicine I have seen in a long time.

Ivan E. Carlyle, M.D., Secretary Clinton County (Ind.) Medical Society

To the Editor:

Your timely article, "Cured by Clinics" (September MEDICAL ECONOMICS), deserves careful study by all physicians and non-imitation by all hospital authorities. It is high time that our clinics wake up to the need of humaneness and pri-

vacy, which so many of them grossly lack.

For more than twelve years I have been associated with dispensaries; and, with few exceptions, scant regard is given to patients' feelings. They are usually herded together in crowded rooms, bawled out by over-efficient clerks, put through hurried histories by passive internes, addressed curtly by self-important nurses, and asked private questions in so loud a voice that everyone can hear. Examinations are made routinely, often with the patient exposed needlessly to curious eyes.

Why can't our internes and clinic doctors be more humane and sympathetic? There is no need of cutting the patients' remarks short with curt, slighting rebuffs. Why can't nurses and clerks show more kindness, less cold professional dignity, and less distant efficiency? Why can't attendants be taught to be more civil? Why must patients be considered mere automatons—dregs of humanity—without feelings or sensibilities?

Patients in clinics are not cattle. They are not merely "interesting clinic material." They are not mere riff-raff—to be treated disinterestedly, discourteously, and in a get-rid-of-quick manner.

Socialized medicine is seen clearly in this picture of the treatment often experienced by those poor mortals whose misfortune it may be to lack the money to pay a private, family physician. Yet even socialized medicine would not justify such a state of affairs.

Alfred J. M. Treacy, M.D. Germantown, Pennsylvania

#### \* Pro-contract

To the Editor:

I have heard a great deal about the pros and cons of contract practice. So much that I believe a few words from one who has done this kind of work for thirteen years will not be amiss.

Before locating where I am now, I tried private practice in a number of towns and could make only enough money to pay for necessities. Now, however, I am employed by a local union, at \$1 per member per month. The membership of the union is around 475; which means that my monthly pay is in the vicinity of \$475. For this compensation-of which I am sure, in both good times and bad-I treat and furnish medicine to members of the union and to their children under eighteen years of age. Home calls are made within two hours unless I am on an O.B. or emergency case. For confinements I get \$5 extra. Venereal disease cases bring in the regular fee.

In addition to the foregoing, I get my



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as a reinforcing agent for oral administration has the following advantages:

- 1. NON-STAINING.
- 2. Excreted the natural color of urine.
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- 4. Non-toxic, non-irritating.
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Dosage: 1 capsule t. i. d.

Write for reprints of the published work and a full size package of AMBAZIN for clinical trial.

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share of emergency relief work, plus plenty of outside pay cases.

Nearly every local union in our city has its own physician like myself, to whom it pays \$1 per member under similar contracts. For eighteen years contract practice of this kind has held its own here. A number of physicians at first revolted, but gradually they realized their opposition was useless. Now they take this practice for granted.

Strangely enough, our county medical society opposes contract practice of the kind described, while at the same time it sanctions contracts between doctors and mine operators. Personally, I can't see an iota of difference between the two.

I believe contract practice is going to stay and that it is a good thing for both the patient and the physician. Naturally, this form of state medicine in miniature has its drawbacks; but they are not nearly so serious as one might expect. Even the independent physician does not have everything his own way.

A. S. Albert, M.D. West Frankfort, Illinois

### \* Ask Your Wife

To the Editor:

Your article, "Old Rackets in New Raiment" (September MEDICAL ECO-NOMICS), prompts me to auggest a surefire solution for the problem:

Whenever any salesman awakens your enthusiasm, ask him to come back later. Then go home and see whether you can sell the proposition to your wife—or to anyone else if you haven't a wife.

Ten to one you will be unsuccessful. I know, because this is a plan I've used for years—and it works.

M.D., Minnesota

### ★ Patients' Feet

To the Editor:

Your September issue contains a letter advocating the adoption of chiropodypodiatry by those unable to obtain admission to a medical school. The writer says that "this is definitely a special field in the larger domain of medicine and surgery."

If this is so, why can't diseases of the foot be taken care of by the properly qualified doctor of medicine? There is no more reason for separate schools in podiatry than there is for separate schools dealing with diseases of the ear, nose, and throat...

The fact that chiropody has become recognized as a profession by legislative enactment does not mean much since cults of all kinds have had legal recog-



"A North American Indian Pictograph"

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The Solutions are listed in our new Chemical and Drug Catalog, but we will send separate pages on special Solutions when desired.

Note the following Solutions and pages:-

Bacteriological Solutions, 455-456 Bile Examination, 453 Blood Analysis, 416-437 Cerebrospinal Fluid Examination, 454-455

Feces Determination, 453-454
Kidney Functional Determination
Test, 452

Liver Functional Test, 453 Sputum Examination, 452

Stomach Contents Examination, 452-453

Tissue Examination, 457-458 Urine Analysis, 432-448 In addition, Staining Solutions, 340-343

Any of the above pamphlets and other available information gladly sent on request.

### EIMER & AMEND

Established 1851 Incorporated 1897 THIRD AVE., 18TH TO 19TH ST. NEW YORK, N. Y. nition. Nor does the "three-year course of study" carry a great deal of weight when one considers the type of school from which many of the cultists have graduated.

Almost all the cult schools mention a three-year course of study. But a visit to one of them will show an almost complete absence of facilities for even rudimentary instruction in the basic sciences.

Instead of advocating an increase in practitioners of chiropody, the point should be emphasized that many opportunities are open for qualified medical men who are willing to get down to the business of taking care of patients' feet.

J. M. Ryder, M.D. White Swan, Washington

### \* Hoary vs. False Dogma

To the Editor:

As one of our physician-authors cried out years ago, "Ours is the age of quackery—grim, gaunt, hideous quackery in a thousand forms." A strange phenomenon is the support these pretenders receive from our so-considered intelligent citizens. . .

How any individual can be intelligent in all else and yet, as soon as sickness attacks him or his, leave all reasoning behind, and . . . become a prey to the quacks . . is an enigma that alrost causes one to lose faith in the commonsense of mankind. Yet our newspapers, the shapers of thought, carry syndicated articles by these pretenders about diets and all sorts of other health matters.

Recently, in conversation with a disciple of one of the new "medical creeds," I was informed that I belonged to the "old school," that the new creed was the latest in medical thought, and that I belonged . . . with old fogies with hoary doormas.

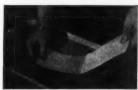
Strange to say, nowadays, there seems to be a popular sentiment against the regular physician. The public, blinded by waves of sophistry and swayed by the winds of false sentiment, seems to delight in attacking the regular profession and breaking down at the polls what the legislature so painstakingly and carefully builds up as a barrier to . . . pretenders.

I have encountered quacks at every turn. Their number seems ever to increase. Surely it is our duty to . . . stamp out false dogmas and to educate the public in sound principles of health. Lack of fertile soil will prevent pretenders from doing harm and deprive them of a breeding place.

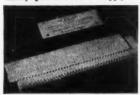
> Alfred Berkove, M.D. Oakland, California



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winter season, enforced confinement indoors, with lessened activity, tends to further impair the appetite of sickly, malnourished children—even affects normal children, upsetting digestion, lessening desire for adequate amounts of nourishing foods.

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Similarly, wherever food quality in a liquid, easily digested form is desirable, notably in convalescence, run-down conditions, and in gastric and intestinal disorders, Ovaltine supplies a valuable dietary aid. When given as a warm drink before retiring, it often induces sound, refreshing sleep without the aid of hypnotic drugs.

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### True to Our Heritage

By WILLIAM H. MAYER, M.D., Ex-president, Medical Society of the State of Pennsylvania

THE demand for something called social security has energized individuals and groups to attempt to remove the economic penalties of sickness with little regard for the future. The present cataclysm is in reality biologic and not economic. The broader view of the place of medicine in the social scheme leads us to believe optimistically that a proper application of the fruits of medical experience may well act as a stabilizing influence when we are now the victims of emotion.

Being licensed to practice medicine should by no means create a feeling that the individual is entitled to an income of large proportions. The simple truth is that success in medicine depends upon hard work and constant alertness to progress. The very success of medicine has been dependent upon this, and we have jealously safeguarded our right to pursue our course of ethical competition on the basis of excellence of service and upon the attributes which make for successful application of the medical art.

The complaint we have against all existent social schemes is that the submerging of individualism removes the innate desire to excel. Therefore, our younger physician must view the future in terms of his willingness to give his best

and to equip himself to give the best. A public willing to understand, if it could possibly be educated to true medical values, would go farther than we would dare ask to nurture our profession for its ultimate good.

However, the individual psychology to abhor illness projects itself into things associated with sickness experience. For this reason it is only through the greatest effort that we can educate our individual patient.

The medical profession fortunately for many years has met to discuss the common problems of medical service in order to improve its equipment. It has supported public health measures in a true professional spirit. It has, and there is no use evading the fact, maintained an attitude of isolation toward its public position and allowed many socially-minded individuals to usurp that which should be medical leadership. However, there has been a great awakening in medical organization.

The public is gradually being taught to look to medical organization for leadership, and we must not fail it. The influence of the medical profession arising from its social consciousness, its experience with the individual sick, and its traditions will provide that which education would eventually supply. It therefore

behooves the physician to lend his support to his colleagues and to perform such public service as he is drafted to do with the wholesome realization that in doing this he is being true to his heritage and practicing medicine in its broadest sense.

The writer has a great faith in the sense of proportion of the American people and does not believe that legislative gymnastics can long succeed if our public is thoroughly aware that the future of good medical service is in danger. It is only fair that the patient should understand that his children and his children's children must be considered when any scheme for disturbing medical progress is proposed.

It is not the disposition of the writer to become bitter with the hyperanalytical group, nor does he recognize anything but disadvantage in bombastic threats of medical reprisals. This is all so unprofessional. It is so much better to enhance our position in public respect and to proceed with thoughtful courage.

That there has been a period of quiet on the part of the militant antagonists of our present practice should not lull us into a sense of false security. We should optimistically approach our problem with the full understanding of the rights of all. It is the right of our public and its progeny to have the best we can give them.

Medical service, constantly improving, is our watch-word; reasonable economic reward for the physician, a necessity for the future of good medical service; the sanctity of the physician-patient relationship, a motivating purpose.

### White

By ROSS

A SSASSINS' bullets took the lives of three presidents before any effective steps were instituted to safeguard the person and family of our Chief Executive.

To be sure, Congress had appointed Alan Pinkerton, founder of the world-famous detective agency of that name, to act as special bodyguard to Lincoln on his trip to Washington for the inaugural. This set a precedent for the establishment of a Secret Service of sorts.

However, it was not until after Lincoln, Garfield, and McKiniey were slain that an aroused nation demanded a protective system that would really protect the nation's most important individual.

As a result, shortly after the death of President McKinley. Congress reorganized the Secret Service, whose first duty ever since has been the safeguarding of the President and his family. The thorough and effective job the men of the White House detail have done is one of the finest traditions of the Secret Service. Among all the world's emperors, kings, and presidents, it is probably safe to say that none is more efficiently guarded day and night than the President of the United States.

At the tremendous cost of the lives of three Presidents, the nation has learned that, in a world

### House Physician

T. McINTYRE, M.D., U.S.N. • AS TOLD TO J. M. CHALFANT

containing anarchists and cranks, to say nothing of the hundred and one hazards of travel and all manner of possible accidents which human ingenuity, foresight, and common sense might avert, no chances can be taken with the life of the President.

But aside from elaborate provisions to prevent the possibility of physical violence to the Chief Executive, what has the nation done toward safeguarding his general health and well-being? On this score, too, it must be admitted that action followed somewhat tardily after the actual need.

Our Presidents have always had their own private physicians, but it was not until the time of our third martyred President, McKinley, that medical care of the President and his family came to be considered in the light of a state affair rather than a purely personal or family matter.

Up until that time the status of those charged with the health of the Chief Executive and his family was rather indefinite. The first Presidential physician who may rightly be called a White House physician was, I should say, Dr. Rixey, who served President McKinley. Surgeon-General



President Roosevelt, Dr. McIntyre's No. I Patient, has his own swimming pool in the West Terrace of the White House.

Acme phote

of the Navy under President Theodore Roosevelt, Dr. Rixey was a remarkable man and a fine physician, the sort in whose footsteps it is considered an honor to follow. And ever since Dr. Rixey's day there has always been a recognized White House physician.

Usually he has been either an Army or a Navy doctor, though not necessarily so. There is nothing in the federal regulations which provides that the Presidential physician must be a Service doctor. As a matter of fact, one or two civilian physicians have served in the White House.

Dr. Coupal, President Coolidge's physician, was an Army man. However, in later years at least, the White House physician has usually been a Navy man. decision, of course, rests with the Chief Executive himself. definitely prefers a civilian, naturally his wishes are deferred to. In the usual course of events, the White House requests either the Army or the Navy to assign a medical man to the care of the President and his family. Should the President have a specific personal choice in either branch of the Service, he so indicates. Otherwise, an officer is detailed by those in command to the care of the President. Selection of the physician is made on the basis of his rank, experience, and personal suitability for the particular tour of duty under consideration.

Naturally, the man chosen feels himself highly honored. I must say that it was a breath-taking moment for me when, shortly after the inauguration of President Roosevelt, I was informed that it had fallen to my lot to be the physician at the White House.

There have been instances in which the President's physician did nothing but look after the President and his family. He was, strictly, the President's private physician. From the beginning President Roosevelt made it plain

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ROSS T. McINTYRE, M.D.
"No hypochondriacs under my care!"

that he did not want a Service officer on a full-time basis.

Furthermore, with his thorough and intimate knowledge of the workings of the Navy, thanks to his earlier experience as an Assistant Secretary of the Navy under President Wilson, he believes that a naval physician can do full justice to the position and still carry on a considerable part of his regular duties.

Personally, since I chance to have been chosen for the post, I am glad that the President views the matter in this light. His attitude happens to coincide precisely with my own.

Mine, then, is a divided detail. I continue my work at the Naval Hospital and at the Naval Medical School, where I teach post-

graduate courses in EENT branches. Thus I am kept constantly in touch with medical problems on a broad scale. I think this arrangement much better for all concerned than if I were to have only the responsibility of being Presidential physician.

But to get down to the matter of being the White House doctor: Just what is my job? I want to make it plain at the outset that mine is primarily a job in preventive medicine. I have under my direct personal care the President and his immediate and official family. The entire White House personnel is under my supervision medically, but naturally I am not charged with the full medical care of the small army of White House employes.

Very definitely, though, I am responsible for keeping an eye on everybody in the White House and for doing everything humanly possible to see that no epidemic breaks out. Employes found to have, or thought to have, anything of a contagious nature are promptly dealt with, given temporary treatment, and referred to their own physicians outside.

In short, our idea of medicine in the White House is exactly the same as it is in the Service—to keep everybody well and on the job.

Thanks to the exuberant health and energy of the family now in residence at the White House, I find my task exceptionally pleasant and easy—almost altogether one of preventive medicine, as I have said. Certainly I have no chronic invalids or hypochondriacs under my care!

It is almost proverbial with the American people that the burdens and responsibilities placed upon the Chief Executive make his position one of real peril, from a health standpoint, so killing a pace must he keep in order to meet the many demands made upon his time and energies. It follows that, ordinarily, the responsibility of the White House physician is considerable; for it is up to him to see that the President is kept in the best possible shape, physically and mentally. Right here is where Fortune has favored me: President Roosevelt is fundamentally a healthy man.

I think I may say advisedly that no other occupant of the White House prior to Franklin Roosevelt has ever had so marked an ability to take his work in his stride. He can concentrate upon the most vexing problems all day long, and then at the end of the day set aside his cares and responsibilities as though they had never existed. Thus he becomes truly recreated for the next day's tasks.

So far as the President is concerned, I have no set office hours. Naturally, I am on call always, should the need arise. I come to the White House every morning at ten and stay here until noon or after, to make a general inspection and see how things are going. I have a small but well-equipped and satisfactory treatment room, where I am able to administer any needed medical aid.

In the afternoon I go back to my Navy duties, returning to the White House in the early evening, on an average of five evenings a week, to supervise the President's regular health routine after his day's work.

This is my chief responsibility with regard to him. I am always on hand to supervise his exercising, and his swimming (the President has his own pool in the West Terrace and does his exercising

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there), and to give him his massage. For this regular routine we set aside about an hour each

evening, except Saturday and Sunday. The reason for the emphasis upon this daily routine is,

### A General Practitioner's Record

Courtesy Histacount

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Inside this folding card is the case history; outside, the financial record.

as is generally known, because of the residual effects of the President's unfortunate experience some years ago with infantile paralysis.

Nevertheless, as everybody in Washington who has tried to keep up with him realizes, President Roosevelt is no handicapped person. As a matter of fact, I don't know any more energetic individual.

One of the things I strive hardest to avoid is the appearance of keeping after him all the time, of fluttering about in perturbed anticipation, acting as though I expect him to be ill. Important as those five evening sessions of exercising and massaging per week may be, we don't make the mistake of overdoing that part of his health regimen. It is part of our general plan that every week end shall be left open for the purpose of little side trips on which he has an opportunity for genuine relaxation.

When the President goes on these brief pleasure jaunts, I do not necessarily accompany him. It is all a matter of common sense. I go on those occasions, and only on those occasions, when it seems advisable to do so.

For instance, when he takes a run up to his home at Hyde Park for the weekend, I don't think it necessary to go along, for the good reason that he has his own family physician there who has looked after him for years. When he makes an occasional trip as the guest of Vincent Astor on the yacht Nourmahal, I often remain in Washington for the same reason: Mr. Astor has his own private physician aboard-a practitioner whom President Roosevelt has known for years and in whom he has confidence.

The very sense of competency

to look after something as precious as human life, it seems to me, is one of the finest rewards of being a medical man. And when, by some curious turn of circumstance, one is singled out to safeguard the health of so important a personage as the President of the United States, he finds real fascination in the task—particularly so if he chances to have, as I have, the ideal patient!

### Census of Medicine

1935 CENSUS OF BUSINESS
MAY INCLUDE PROFESSIONS

EVERY physician in the United States will be approached by an enumerator of the Census Bureau and asked to fill out a confidential report concerning the business side of his practice, if plans now under consideration win the approval of a coordinating committee appointed by Federal Emergency Relief Administrator Hopkins.

Hitherto a complete statistical picture of American business has never been drawn. Components of such a picture exist in the Biennial Census of Manufactures, the Census of Distribution, the Census of Business, the Census of Agriculture, etc. Yet so far no attempt has been made to correlate the results of such inquiries into a composite. Moreover, there have always been gaps in the picture, such as ignorance of the gross amount of work done by the professions.

In its 1935 Census of Business, therefore, the Census Bureau is anxious to obtain a complete appraisal. It seeks, for the first time, to include figures relating to the professions (medicine, law, dentistry, architecture, etc.).

Whether the proposed census of the professions will actually be made rests with the coordinating committee already mentioned. The function of this committee is to review all statistical projects planned by government departments with funds from the relief appropriation. Consequently, it has full authority to kill or approve the suggestion of a professional census as it sees fit.

The need for such a census is meanwhile receiving the careful study of Census Director Austin and his chief, Secretary of Commerce Roper. In the event that the project materializes, it may be made a part of the 1935 Census of Business. Or, it may be deferred until later and undertaken as a separate venture.

The 1935 Census of Business, it is estimated, will cost in the neighborhood of \$7,000,000 and will give employment to more than 25,000 white-collar relief workers. Its purpose will be to provide: 1. Information to guide public policies relating to relief, public works, social security, and business recovery. 2. Data on the costs of doing business. 3. More accurate estimates of national wealth, income, and production. 4. A check on the volume of outstanding accounts in the different fields of activity. 5. Worthwhile employment for persons on relief rolls. 6. (Tentative) Economic data about the professions, not included in foregoing censuses. 7. Indication of the buying power in every community in the country.

Whether or not the professions are included this year, the 1935 Census of Business is scheduled to begin on January 2, 1936, and

will be completed, it is believed, in about two months. A preliminary report will be made available in July, 1936; the final report, in June, 1937. About 6,000,000 questionnaire forms are to be distributed by enumerators of the Census Bureau. The census, as proposed, will be in the nature of a direct, personal canvass—not an investigation by mail.

Although it would seem to be to the advantage of physicians to cooperate in the professional census if it is undertaken, there will be no compulsion to do so. Despite this fact, the Census Bureau anticipates optimistically that if questionnaire forms are presented to physicians, 95 out of every 100 will be filled out and returned.

As this is written, the forms (not yet approved) include such questions as: "description of the professional person or firm," "kind of service rendered," "number of active proprietors and firm members," "paid employes and payrolls," "gross income," "total outstanding accounts," etc.

The following paragraph, explaining the confidential nature of the census, appears at the beginning of each questionnaire, as tentatively worded:

"Only sworn employes of the Bureau of the Census will be permitted to examine your report, and no information will be given out by the Bureau of the Census which would disclose, exactly or approximately, any of the figures in your report, either to private individuals or to government agencies or bureaus. This individual information can not, therefore, be submitted to tax collecting agencies or used in any other way as the basis of governmental regulations or taxation, nor is it subject to subpoena in private or other litigation."

### A Brief for Brevity

By JOHN ALBERT BURNETT, M.D.

COME time ago the editor of a medical journal decided to do something about his reading. He listed the books, medical and otherwise, that he wanted to read. Then he calculated how many pages he could cover a day. A little more arithmetic demonstrated that he had listed 200 years' worth of spare-time reading.

The editor was over-ambitious. He should have realized that medical books are too many and too big to lend themselves to a program of reading. This is unfortunate. But it serves to emphasize the fact that the average medical book would be improved by a 50 per cent condensation. But-the



"We are foundering on medical literature."

bigger the book, the bigger the percentage of profit from its sale, and, consequently, the bigger the royalty. As a result, most medical volumes are padded. And the poor struggling reader! Brainfagged, he loses much of value that may be hidden in a maze of non-essen-

I have looked over medical col-

lege catalogues and, amazed, have noted the list of books required as student texts. Why, in some instances it would take a man ten years' spare-time reading to con and absorb just one text on each of the many subjects mentioned. That doesn't leave much time for going through the assortment of volumes recommended for collateral reading.

I believe we are foundering on medical literature. Not only are medical colleges swamping their students with books, but many physicians are wasting money buying tomes that they do not need and will never use. A case in point: Several years ago, in the town where I practice, a physician bought a work in two volumes. It was delivered and remained sealed in the wrappings it came in for more than six months. Finally, the package was opened and its contents put to work weighing down a bookcase shelf. There it stays: ornamental, imposing, but unread.

Leaders in the profession tell us how quickly a medical book becomes outdated. Indeed, some declare that part of every book is obsolete by the time it comes off the press. Consequently, we often buy and read stale material.

Whenever I run across a monumental medical tome whose author has produced several other "monuments" at \$10 to \$12 each, I become suspicious. I suspect a professional book writer—a man who writes for the sake of royalties rather than for the sake of medicine. I need no such books.

One physician in the U. S. has written more than 30 books. Frankly, does anyone believe that one man can produce that number of medical books without treating his subjects superficially?

I do not stand alone in this matter. Many of my colleagues are in accord with me. Hear two of the more articulate rebels against swollen medical volumes: Dr. Malford W. Thewlis, of Wakefield, R. I., himself an author, said last year in the Medical Times and Long Island Medical Journal (June, 1934): "Physicians attach their names to books that they have never written themselves and possibly never read ... " Again, "Another friend of ours. .had several scores of books published under his name. but they were written by his students."

Dr. W. Forest Dutton, Amarillo, Texas, wrote about "Brevity" in the Medical Record for June 6, 1934. Said he: "Imagine, if you can, a medical savant saying, magnitudinous accumulations of an adulterated, congulated, sanguinous mass," when two words, 'large bloodclot,' would suffice."

After scoring so neatly, Dr. Dutton continued: "There are 150,000 physicians crying out in the wilderness for succor in the form of 'boiled-down' facts."

Books are not the only offenders. Articles in medical journals are, as a rule, stretched out too far to encourage or deserve reading. I really believe that many such articles are read by scarcely half a dozen physicians. I am not guessing, either. Once I wrote to several hundred physicians and asked them if they read everything

in any scientific medical journal. I found only one who had done so. (He was the editor of a journal, and said he read everything in his own publication but would not do so if he were not paid for it.)

You often read so-called highly scientific articles that are cluttered with charts and tables. Not until you get to the two or three paragraphs of summary or conciusion do you know what the material was about. These final words, say 100 to 300 of them, may constitute the only material of practical value in the entire article. The rest is confusion, boredom, loss.

In articles as well as in books there is an overdose of bibliography. Once, recently, I found more than a page of it for a five-page article. And in medical books... I have one that cost \$6 for an octavo volume of about 500 pages. Nearly a third of the book is bibliography. I did some figuring which convinces me that it would take a person about 15 years to read the articles and books referred to. Furthermore, I don't believe there is a library anywhere that contains all the items in that arid mass of reference.

I am well aware of the short-comings of over-abbreviated writing on medical science. Obviously, much of the value of reading lies in thinking with the author as he unfolds his science. This value is lost in some of the concentrated, hit-the-high-spots abstracts that are offered to us as time-savers.

For these, I hold no brief. However, I do rejoice when, rarely, there comes to my attention a medical book that is concise, readable, uncluttered, and priced within the limits of the average practitioner's pocketbook. Nor do I stop at rejoicing. I buy it and read it and profit accordingly.

### Second Annual MEDICAL ECONOMICS

### PRIZE ARTICLE CONTEST

### First prize \$50 « « « Plus an unlimited\* number of \$20 prizes

- For the best article written by a physician on any medico-economic topic allied to those suggested in Paragraph 4 Medical Economics will award a first prize of \$50. And for all other articles (number unlimited) which the judges believe satisfy the requirements of the contest it will award prizes of \$20 each.
- The purpose of the contest is to stimulate constructive thought and to bring to light sound, practical ideas originated by individual physicians, from which the medical profession at large may benefit.
- Prize-winning articles will be selected on the basis of their constructiveness, practicability, originality, conciseness, entertainment value, and nationwide interest for physicians.
- 4. Suggested topics (write on a limited phase of any one): office assistants, charity services, collections, credit, financing, medico-dental relations, medical education, ethics, fees, groups and partnerships, hospitals, income, industrial practice, internes, law, legislation and politics, locations, nurses, the physician's office, pharmacy, problems of everyday practice, the psychology of handling patients, preventive nedicine, publicity, quackery, records, recreation, specialism, workmen's compensation, etc.
- 5. Word limit: 1,000-1,800 words. In view of the shortness of the articles, it is recommended that each one be confined to the discussion of a single, specific phase of a given topic. A more thorough treatment is thus possible than if an attempt is made to explain an entire subject (e.g., collections) within the brief space limit set.
- 6. Medical Economics will decide the winners of the contest, and ald decisions will be final. There is no limit to the number of articles a contestant may submit. All articles must be received at the offices of Medical Economics, Rutherford, New Jersey, by noon, January 8, 1936. Winners will be notified by mail, and the results of the contest announced in the February issue.
- Manuscripts should be typed, if possible; double-spaced; and written on one side of the paper only. Medical. Economics reserves the right to edit within reason all articles published.
- Prize articles for which awards are given will become the exclusive property of Medical Economics without further payment. No manuscripts will be returned.

<sup>\*</sup>Something different in contests. Gives everyone a chance to win.

### Want to Buy a Used



Patched up, this wreck will take

MEDICAL men, as a class, were the best customers for the 1 200,000 used cars sold in the United States last year.

The reason for this is twofold. First, reduced incomes. Second, because more and more physicians who need a fairly new, dependable car for their practices are buying used ones for the convenience of their families.

Whether a doctor buys for his own use or for his wife's shopping and week-ends, it behooves him to look carefully before purchasing a used car. Dealers are sometimes canny and full of guile, and it is a shrewd buyer who gets the best of them. Despite the physician's skill in determining the condition of the inner human mechanism, it is extremely doubtful if he fares better than any

one else in diagnosing the mechanical ills of the motors he buys.

There are, of course, used car dealers who are reliable in every sense of the word, but there are others as well, of the fly-by-night variety, whose policy is quite the reverse. Even the reliable ones may sell a good-looking "lemon" without knowing its true condition.

When a car is turned in, it is safe to assume that there are a good many things wrong with it. And, since from fifteen to twenty dollars is all the average dealer will spend for a complete overhaul of any car, it is hardly likely that any serious defects will be remedied.

Guarantees, too, may mean little. A "money-back" guarantee is f

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### Car? By Ralph Baker



its place on the used-car lot.

often another way of saying that you are merely allowed credit on another car should the one chosen prove unsatisfactory. Moreover, the fine-sounding "new-car" guarantee is generally effective only for defective parts, not for worn ones.

It is up to you, therefore, to find out just what is wrong with the car you are going to buy. A good many things can be determined simply by a careful examination, the first thing one naturally does.

While the distance a car has been run need not be any guide to its condition, still it must be considered. It is illegal now in some states to alter a speedometer, but so far this has not stopped the practice. A new trick is the use of a "come-on" car.

Practically every car on the lot will have its speedometer turned back except this one, which will show an abnormal amount of mileage. Should the customer ask the dealer if he makes a practice of turning back speedometers, he is assured that such is not the case, and is led over to the "comeon" car to prove the point.

A far better criterion than the speedometer is the condition of the upholstery. Badly worn upholstery, or re-upholstering, means miles. On the other hand, it is a pretty good bet that the owner who has been careful of this part of his car was careful of the rest of it also.

New paint on a new car may mean either a wreck or poor treatment. On an old car it ordinarily means a thin, cheap job

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### —all Fear of Electric Shock in Office and Bedside Radiography

G-E Office-Portable X-Ray Unit, with tube operating in oil, makes examinations 100% electrically safe.

 Only a few years ago many physicians were reluctantly deciding to forego x-ray facilities in the office, fearing the attendant dangers of high voltage shock to themselves or their patients....Today, however, such a hazard is unnecessary. With the G-E Office-Portable Shock Proof X-Ray Unit you can make radiographic and fluoroscopic examinations in your office with complete protection against high voltage shock. Because the entire high voltage circuit, including the x-ray tube itself, is immersed in oil and sealed in a grounded container, it is absolutely impossible to come in contact with any part of the high voltage system....
This is only one of a number of important reasons for the popularity of this practical and efficient x-ray unit in the hands of hundreds of physicians who are using it in daily office practice . . The utmost simplicity of its operation, and the consistently high quality of results which this unique outfit makes possible, are a revelation to everyone who sees it put to every conceivable test. ... We do not expect you to buy this unit without a complete and practical working demonstration—in fact, we prefer that you insist on it. Only in this way can you feel certain of the practicability of the unit for your individual requirements... Let us send you the literature describing all the salient features of this remarkable development-considered one of the most far-reaching contributions in the history of x-ray apparatus design. The coupon below is for your convenience, and implies no obligation.

### GENERAL ELECTRIC X-RAY CORPORATION 2012 JACKSON BLVD. Branches in Principal Cities CHICAGO, ILLINOIS

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that will not stand up.

Remember that the used car dealer sells appearances, and that you are, or should be, buying realities. It is far better to buy a used car that has not been overhauled and repainted, and have those things done yourself, than it is to buy one that has been made to look and sound right by cheap methods.

While the newer the car, the less likely it is to have anything wrong, it may have a defect quite as serious as an older model. Probably the most frequent type of "doctoring" in these newer cars is in working over wrecks. There are dealers who specialize in this. It is almost unbelievable what their skilled workmen can do to transform a car, smashed nearly beyond recognition, into a beautiful, shining job, without a mar or a scratch-unless you look very carefully. These are almost always late models, because as wrecks they can be bought for a song, and it costs no more to work over one wreck than another.

For example, one dealer bought a wrecked 1933 Hupmobile sedan for \$75. The front fenders were crushed, the hood folded up completely. New fenders, new lights, new radiator and hood, the frame straightened, the dents ironed out, the whole repainted, and the car was a delight to the eye. It cost the dealer \$250 in addition to what he paid for the car, and he sold it for \$725, realizing a profit of \$400. The only clues here were the new parts and a weld in the frame (visible only from beneath the car).

Ordinarily, a "wrinkle" or some slight mark will betray an ironing out and mark the car as having been in a wreck. While a wrecked automobile may be satisfactorily repaired, the chances are that something may be out of alignment or dangerously weakened. The point is that the buyer is paying a standard price for an injured car.

An excellent practice is to elevate the car on a hoist and examine the chassis for welds or straightening. Wobbly wheels, due to worn bushings, poor alignment, or sprung spokes, may be checked at the same time. These faults are also indicated by uneven wear on the tires. Putting on cheap retreads is the usual way of avoiding rebushing, which is an expensive job.

All these things can be checked by an examination.

The next thing to do is to give the car a thorough road test.

For the road test to be effective, it should take place over a fairly long and varied route, preferably including some traffic and some hills. Before starting, check your gas and oil, so that at the end of the run you will have some idea of the consumption. Through traffic watch for a grabbing clutch and ineffective brakes.

Once away from the traffic, get the car's speed up to 45 miles an hour and then release the accelerator, letting the car's momentum carry it along for a hundred yards or so. During this hundred yards, loose rod bearings will be indicated by a rapping noise in the engine. If, when you again step on the gas, a cloud of blue smoke comes from the exhaust, the car has worn piston rings, or has cheap new ones installed in badly worn cylinder walls, which is worse. Some oilburners do not need even this test, but will smoke continuously.

While running along a level at about 15 miles an hour, listen for a light metallic tap. It is proba-

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# ARTHRITIS FROM ALL ANGLES

### PAIN SWELLING LOSS OF MOTION FAULTY METABOLISM

THE four symptoms listed above are those generally exhibited in arthritis as the immediate factors needing correction.

A volume of clinical evidence, both published and in routine practice, demonstrates that FARASTAN (Mono-Iodo-Cinchophen Compound) affords quick changes in these four distressing symptoms.

In the treatment of arthritic and rheumatoid conditions FARASTAN (Mono-Iodo-Cinchophen Compound) has by sheer merit established itself as an accepted procedure in the practice of thousands of physicians . . . and a large number of clinics.

Write for a supply of 48 capsules, each 3¾ grains, and reprint of the published work.

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bly caused by loose wrist pins. When you come to the hill, start up slowly in high gear. A deep, muffled knock, less rapid than that of the connecting rods, will tell you that you have a loose main bearing. The power of the motor may be tested by its pull on the up-grade, and the compression by its braking action while coasting down.

While many people rely entirely on the road test method of checking a car—and it is something that should always be done before any money is paid down—there are many things that it

will not reveal.

The most important part of any car, of course, is the motor. Therefore, it should be given the most careful inspection. There are a number of things that are done to make a poor motor sound good without actually correcting it.

While the day of wooden pistons and sawdust or cork in the differential has practically past, there are still many practices that smack of that time. Heavy oil and the spark slightly retarded will quiet a motor, as will a combination of graphite and paraffine dumped into the cylinders through the spark plug holes. (Incidentally, a mixture of the latter kind is now being sold under various trade names and guaranteed to stop oil pumping and restore compression. Although it may not injure the motor, it often freezes the piston rings immovably. Used car dealers have been familiar with it for years, and some make a practice of putting it into almost all cars they handle.)

In the cheap overhaul often given to noisy motors, oversize

rings may be installed in worn cylinders without reboring. What happens then is that the ring often breaks, and a scored cylinder wall results. Watch the exhaust also, for water or moisture; these may mean a score clear through the wall, or a cracked block.

Heavy oil may be detected by simply pulling out the plunger and feeling it, but since most of these tricks are played inside the motor, there is only one sure and exact way to detect them, and that is to remove the engine head. Many buyers will not purchase a used car without first doing this.

Scores in the cylinder walls are easily found with the finger tips, graphite and paraffine substances are apparent to the eye, but only by using a micrometer can the amount of wear on the cylinder walls be accurately determined. Unless one has a pretty good knowledge of such things, this examination should be made by a mechanic, but the precaution pays good dividends in avoiding later grief. A skilled eye may also locate other defects not apparent to the layman.

Not all cars are "overhauled," of course. Many are sold just as they come on the lot. As a rule, the sound of their motors is a good index of their condition.

What if the dealer objects to your removing the engine head or hoisting the car? The answer is simple. Take it for granted that he has a good reason, and go somewhere else.

In general, do not buy any used car until after you have checked it thoroughly, preferably with the aid of a mechanic. Don't be deceived by a good-looking exterior. If the car has defects, find out what they are. Then, if you think it worth the price asked, go ahead.



### **EDITORIAL**

### The Middle Road to Research

SOME eighty years ago Ignatz Philip Semmelweiss Solved the mystery of puerperal fever. Two extremes of reaction greeted his solution. Some of his contemporaries embraced his theories. Others ridiculed them. Today, in Budapest, there stands a monument to the honor of Semmelweiss and to the shame of those who, by blindly refusing to accept his ideas, permitted thousands of women to die unnecessarily in childbed.

Of late two instances parallel the puerperal fever incident insofar as reaction to claim of discovery is concerned. In Canada Dr. Hendry C. Connell thinks he has a clue to cancer cure. The Canadian Medical Association has congratulated him "on having developed a new line of attack . . . which has distinct promise." Certain authorities in the United States have dismissed Dr. Connell's work as practically worthless.

Last month Dr. E. C. Rosenow, of the Mayo Foundation, demonstrated his poliomyelitis serum to the Kentucky State Medical Association. Some observers felt that the experiment was "pretty conclusive" evidence of the serum's value. Not so elsewhere. Men who know much about infantile paralysis have called Dr. Rosenow's work wasted.

These cases are cited merely to illustrate the fact that the results of research are viewed today with as much difference of opinion as they were when Semmelweiss offered his discovery to his Viennese colleagues. Somewhere between the poles of utter skepticism and headlong acceptance lies a middle course. Because we are physicians we will not make the mistake of believing blindly in the kind of harum-scarum research that freezes a monkey to death, melts it back to life and then, in a blaze of publicity, promises to do the same thing to a man. But—the other extreme.

Perhaps too often we abort medical progress by the haste with which we turn our backs on scientific quests. Sometimes too quickly we shrug away research that has been intelligently conceived and painstakingly pursued. Let us make sure that we have all we need of tolerance—the middle course. Enough so that it will not disappear when we are asked to pass on a process foreign to current concepts, to accept facts new to medical science, or to believe in a substance that does what none before has done.

The need for research is perpetual. Many problems remain to challenge us. We can not afford to scoff too soon at the sincere efforts of one who has the temerity to think he has the clue to some unknown cause or cure. Of course, we must tread with caution when approaching new developments. But that does not mean we have to walk scornfully around them.

It is fortunate that those of us whose time is crowded with the demands of practice are able to look to others for an analysis and report on the outcome of research. But it is too bad that expert opinion must differ so widely and so often. When it does, we are sometimes too prone to accept the negative side. It's easier. We don't have to bother our heads about learning something new.

It has been said that the practice of medicine is an art. It is just as true that the development of medicine is a science. For the sake of our art, let's give science the consideration it deserves.

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### **MONEY**

and the New



CERTIFIED Tycos

with 10-Year Triple Guarantee

# in your pocket

# Certified Tycos in your hand

You can still take advantage of the Tycos Exchange Plan. Get this modern, guaranteed instrument for your old sphygmomanometer, no matter what its make or age

UNDER the Tycos Tradein you are a double winner. In return for your old sphygmomanometer you get the most improved portable Tycos ever designed and produced—the new Certified Tycos backed by a Triple Guarantee good for ten years.

When you make the exchange, you save money. Your old instrument brings a \$5.00 allowance on the new Tycos. And there's a money-saving clause in the Guarantee. If ever thrown out of adjustment, the Certified Tycos will be corrected at no cost to you at any time during ten years.

But don't bother about accuracy. The Certified Tycos is Self-checking. It never requires testing for accuracy. And it is guaranteed to remain accurate in normal use.

You win by this Exchange. You gain all the features always part of the Tycos Aneroid. Plus a smarter and more modern appearance . . . an easier-to-read, non-tarnishing dial, and an unbreakable crystal.

Examine this new Tycos, and you will want it. You will see just how much you win by exchanging your old instrument for it. Go to your regular surgical supply dealer who will handle this tradein for you. Taylor Instrument Companies, Rochester, New York.

# Part Pay is Better than No

THERE are two types of delinquents who can and will pay you if you know how to handle them.

Tupe one: Those who are thoroughly honest but whose income just can't stretch far enough to cover your entire bill at once. They are ashamed to come in and offer you a paltry dollar a week or five dollars a month in order to liquidate a sizable obligation. Instead, they worry themselves pale and pay you nothing. They avoid coming to you for more attention. Pride keeps them from low-price clinics, honesty from another doctor. As the result, a light illness may develop into a serious siege. In desperation, they finally call you. When it's all over, there you are, holding an even bigger bag than before.

Type two: Those paradoxical persons who don't in the least mind paying you in tiny sums, despite the fact that they probably could pay the whole bill at once. Honest? Well—yes. But downright procrastinators. They cluck in dismay when they find that they are again in your neightant.

borhood and have again forgotten to bring money for your bill. A few minutes later they may throw away \$8.79 on some superfluous automobile gadget. Mail-order houses garner a fortune from this sort. They make it so convenient to order (and pay) "from your armchair."

No doubt you recognize the types. All physicians have them on their books. Few collect from them successfully. Total the amounts owed you by these two groups. Then watch the Fords go by. You could probably buy one if you had the cash instead of an answer to simple arithmetic.

Wouldn't a collection plan that is sure to get results from these particular delinquents be worth your while? All right then. You must make the patient of type one feel that an instalment of even a dollar or two means pay to you and peace to him. Offer the postponer a means of payment so convenient that it just can't be dodged.

But how?

Compile a list of the names of

MILLER, MISS IRENE
476 MOUNTAIN AVENUE

IN ACCOUNT WITH

GEORGE E. ROBINSON, N.D.

CLAYTON, MISSOURI

The patient clips a payment to this account card, folds it, and mails it to his physician.

## Pay . By A. S. CONRAD

all your delinquents who belong in the two classifications described. As a matter of fact, list every account in excess of \$5 that's more than three months overdue. Of these, some do not warrant the following procedure. They can, of course, be spotted and left out.

Next, go to your local printer. Order several hundred cards measuring 6" x 5". They should be of cardboard pliable enough to fold without cracking. When doubled over they will measure 3" x 5" and will fit any standard size envelope or file box. The cuts on these pages show how they are to be made up.

Now, for a letter. This is an extremely important cog in this particular collection machine. There are firms which, for a

nominal price, turn out letters by a process that make them look individually typewritten. Your printer or stationer can tell you about the one nearest you. At any rate find such a place and ask them to write and address the following letter to each one of the slow-pay patients on your list.

Dear Mr. Norris:

Debts worry every honest man who has them. That is why I am sending you this letter and its enclosures rather than a regular monthly statement. I hope to be able to help you stop worrying about your account with me.

The accompanying card shows the total amount of your bill. You, as well as I, would like to see it shrink. Therefore, I am taking the liberty of suggesting that you return the card with \$-- clipped to it. You will find herewith a stamped return envelope for your convenience.

When I receive your remittance, I shall fill in the "paid" and "balance" spaces on the account card and initial the entry. This will act as a receipt. Next month

	DATE	CHARGE	PAID	BALANGE	PER
2.12	7/10/35	\$40.00		\$40.00	
	1/5/35		3.00	37.00	
	7/8/35	2.00	5.00	34 00	E.L
	19/6/35		5.00	29.00	EL
Return this folder with each payment.					
	-				

On receipt of the card, the physician's secretary enters the payment made and files the card until the following month.

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the process will be repeated—and so on until the account is settled.

You will have the pleasure of seeing a worry disappear and I shall begin to realize on what I have always considered a good investment.

Cordially.

The foregoing communication may be altered to suit your individual taste. But its handling of the subject should be paralleled.

When you get the account cards, send them on their way with the letter and a stamped return envelope. And don't forget to attach a paper clip to the card, under which the patient may slip currency.

When ten days to two weeks have gone by, telephone or mail government postcards to those from whom you have not heard. Remind them of your suggestion. The procrastinators may need some prodding before they start the habit.

This collection idea need not add materially to your recordkeeping problem. You can keep track of it by means of whatever record system you already operate.

Simply write "IC," meaning instalment card, on the current ledger page or file card of each person to whom you have made the part-pay offer. Then when it comes time to send out your bills, a glance will tell you whether a patient is to receive an ordinary statement or an instalment card. As you receive payment (or excuses) they may be noted on your ledger or file cards in the regular way.

Each month, at billing time, there will be additional names to include in this system. Start them off just as you did the original ones and put your "IC" identification on the master account record.

When the account cards that

you mail out are returned, they can be kept alphabetically in a drawer all their own. Filed sideways, the patient's name on the cover will be readily visible.

Keeping tabs on what the idea is accomplishing for you will probably be more fun than work. How one man did it and what he found shows an easy method as well as some interesting results. He started the plan with 280 of his oldest and worst accounts. They totaled \$2,948. Results for the first six months were tabulated thus:

ited thus:		
	Cards	Cash
	Returned	Enclosed
March	.44	\$69
April	47	\$72
May	47	\$75
June	42	\$60
July	49	\$100.50
August	31	\$61.50
		\$438.00

Altogether, he heard from 124 delinquent patients (allowing for repeats). They didn't all return cash. Some of them couldn't. But at least he did hear from them, and he did learn whether they were hopeless or promising.

You may vary the details of the plan to suit yourself. That's one advantage of it. The thing to realize is that it is sound in principle. It works.

The suggestion of paying by instalments, coming from you, gets action and settlement from those who are reluctant to broach the idea of part payments themselves. Furthermore, the lazy, forgetful ones find it hard to procrastinate in the face of this proposal.

The "results" sheet, easy to keep, may build that new Ford before your very eyes.

# VARICOSE ULCERS ...



Pain Relieved Quickly

Promotes Healing



Varicose Ulcer-6 yrs. duration at beginning of treatment.

Same case discharged after 10 weeks treatment.

GADOMENT, the original cod liver oil ointment, has been used successfully by physicians for more than a year in the treatment of old, chronic ulcer cases.

CLINICAL STUDIES in well-known hospitals, under careful control, have confirmed these results. A report of these studies is now available to physicians.

TO MAKE IT EASY for you to give Gadoment a trial, we will send, postage paid, an introductory pound jar for \$1.75. Or, if you prefer, you may receive a trial tube, without charge.

#### **GADOMENT** contains

Cod Liver Oil 70% Phenol .0375% with Zinc Oxide and Benzoin.

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MAIL COUPON BELOW TODAY

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Send me the following (check squares below)

- Case reports on the use of Gadoment.
- 1 pound Gadoment at \$1.75, postage paid, for clinical use.
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Dr. ...

St. & No.

.....City & State.

M.E.N.

By GILBERT SIMONS

CS

"If you ever hear Miss Bumpers say 'Hello,' the thing to do is to rush like a mad bull out of the examining room, snatch the instrument from her hand, pull the apparatus off the wall, and throw the whole thing out the window."



# Telephone Belle

F course, the blasted thing is liable to go off at any moment. Heaven knows, it looks innocent enough standing there on your desk or on the table beside the bed-particularly beside your bed-because it is usually surrounded by open books and half filled ashtrays that give it a friendly, off-hand appearance.

But you are not misled.

Many a night you have come home through the cold. The wind has turned your nose a dull brickred, your ears a mournful cerise.

You've spent twelve or fourteen hours thumping chests, squinting into red gullets, tweaking recalcitrant members. And you have gone to bed wondering why in the name of all that's holy you didn't enter Uncle John's shoe business where a man was through for the day at five and knew what he could do with the evening. You have thought this (kidding yourself all the time, because Uncle John actually gives you a pain) until the blessed moment has come when you fall off the dock, so to

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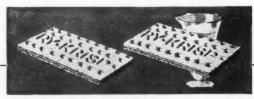
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# Why RY-KRISP

helps to correct common constipation

# – naturally



A high percentage of bran. High pentosan and crude fibre content.

Each Ry-Krisp wafer is capable of absorbing five times its own weight in water.

COMMON constipation, due to insufficient bulk, frequently responds quickly and surely to Ry-Krisp introduced into the patient's normal diet.

Made simply of whole rye, salt and water, double baked to tempting crispness, Ry-Krisp is a wholesome food for children and adults. Its bran, pentosan and crude fibre content all tend to produce normal bowel action, while its low water content (only 6.8%) and

porous structure permit each wafer to absorb five times its own weight in water—producing needed bulk to stimulate natural peristaltic action. Easy to use, and crisply delicious, Ry-Krisp fits into the menu naturally and pleasantly. Served as toast at breakfast, with soups, salads or main courses at other meals it contributes unique flavor and welcome variety. In fact, these wafers taste so good with almost any food that the patient is glad to ear them regularly. This, of course, insures more satisfactory results. For free samples and the Laboratory Research Re-

port on Ry-Krisp use the coupon below.

### RY-KRISP WHOLE RYE WAFERS

Ralston Purina Company, Dept. ME,

148 Checkerboard Sq., St. Louis, Mo.

Please send me literature and free samples of Ry-Krisp

Name\_\_\_\_\_\_\_M.D.
Address

(This offer limited to residents of the United States)

speak, into the deep, dark pool of healing sleep. Five minutes later the telephone rings. The rest is too horrible to contemplate.

Evidently the telephone is not at fault. And you know it, if you know anything, as you fight your way into your trousers. In the old days, someone would have banged on your door and gotten you out of bed just the same—and it would have been just as cold and you would have been just as discomforted.

In your right mind, you admit to yourself that there are only two things vitally wrong with the telephone as an institution. The first is that it costs money and the second is that it's blind. Finally, you realize that there is nothing you can do about its costing money; although that does have an effect on your so-to-speak telephone manner. But there is something you can do about its blindness-and that also has a great deal to do with you and your patients.

This blindness of the telephone has to be taken into account. For example, a man can call you "an old son of a sea cook," if he grins. If he grins, I repeat. And, what is more, if you see him grin. It is all a very marginal business. Talking over the telephone is like talking in the dark. You have to take a good deal for granted in others and be pretty sure of what you're saying yourself.

Many a doctor has found himself in a disagreeable situation because his secretary or nurse has been undiplomatic or has broken one of the canons of good telephone manners. An untrained attendant will pick up your telephone and say.

"Hello."

"Hello" is one of those flat, meaningless, irritating words. It

doesn't get anywhere—except to waste the caller's time (and time has a horrid resemblance to money in the world of the telephone). Here's what "Hello" does to a telephone conversation:

"Hello."

"Is this Dr. Brown's office?"
"Yes."

"This is Mrs. Mitchell, of West Maple Street. May I speak to Dr. Brown?"

There is a strong likelihood that Mrs. Smith is in a perfect lather to speak to Dr. Brown. If you are Dr. Brown and you ever hear your secretary, Miss Bumpers, say "Hello," the thing to do is to rush like a mad bull out of the examining room, snatch the instrument from her hand, pull the apparatus off the wall and throw the whole thing through the window. This in Watsonian behaviourism is called "conditioning the subject."

You will then say, "For the love of Mike, Miss Bumpers, why in the name of—well, really, my dear girl, don't you know that when you answer the telephone you should say, 'Dr. Brown's office. Miss Bumpers speaking'?"

She will either remember or resign—alternatives that are equally attractive. If you want to be really nasty about it, you can tell her how many thousands of dollars the one word "Hello" costs the public in overtime calls every year. If she's the right sort that ought to burn her pretty badly.

For a couple of weeks after that, you'll be watching her like a hawk. You know that you were rude and you'll want to justify yourself by catching her in another mistake. She may do any of the following things, all of which are completely wrong and the occasion for a knock-down and

Where ointment medication is indicated thousands of practitioners prefer

# PELLITOL

(Ung. Bismuth Subgallate Compound)

Contains Resorcin 5%, Bismuth Subgallate, Bismuth Subnitrate, Oil of Cade, Zinc Oxide, Calamine and Echinacea in a special lanumpetrolatum base,

Pellitol is not offered as a complete treatment for all pathological skin conditions. Systemic, as well as local treatment, and variations in local treatment, are often required. But Pellitol often proves a satisfactory local application when the subjective symptoms are burning, itching or tingling. Your signature, Doctor, on the attached coupon brings a clinical sample for use



In Eczemas
Chronic Leg Ulcers
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ME 11-35

I am willing to give PELLITOL a trial in the conditions mentioned in Medical Economics—please send a sample.

Address .....

City and State

MI

drag-out fight:

She may be slow in answering. This not only inflames you but puts the caller in a disgusting frame of mind.

She may mumble or squeak so that the patient thinks he is talking to an insane asylum or a Chinese laundry.

She may be the dreamy sort that lets her face wander away from the mouth piece, with the result that her voice becomes a thin, gray smear of sound.

She may bellow, which is even worse, particularly if the caller is permanently deafened in one ear. This assuredly does not pay.

Or she may answer in a dull, listless fashion which suggests that almost anything is too much trouble. This indicates what the experts call a "bad telephone personality." The answer is that she either needs more sleep or you need a new secretary—because, after all, her voice is the invisible "front" of your office and if the girl is listless or rude, people will think you are the same way.

Patients, people in general, can do with a little flattery. It is always nice to be recognized. A secretary who can remember voices over the telephone and call people by their names without being told whom they are talking to is a priceless pearl. Be nice to her. People will think you are kind and considerate, and that doesn't do any harm.

If the secretary doesn't recognize the voice and the caller does not volunteer the information, the right way to find out is to ask, "May I tell Dr. Brown who is calling, please?"

The more you think about it, the better you like it. Yes, absolutely, that is what Miss Bumpers ought to say.

Which brings up a vital subject.

Miss Bumpers must always find out who has called. That is simply good business. And if the person is to be called back (you being out of the office or not available) she must get the address and telephone number. A few violent scenes will force that into her blond head, and when at last she begins to supply you with these simple bits of information, you will feel very much better.

If you want to get Miss Bumpers into the very pink of condition as a telephone answerer, you will not only impress on her the value of a decent, well-modulated voice, but you will also bang away at the value of good manners. You will teach her not to break off the conversation to look for a record or other information. without politely asking the caller to wait for a few moments. Help her to visualize the empty, leftin-the-air feeling that comes to everyone who is holding a telephone in which nothing is happening.

If Bumpers (pardon the informality) is any good—at heart, I mean—she will say, "Will you hold the line a moment, please?" Then she will put the receiver down gently on the desk so as not to give the effect of a violent temper to the person at the other end; and when she picks it up again, she will say, "I'm sorry, Mrs. Mitchell, to have kept you waiting."

If Bumpers knows that she cannot find the record or whatever she has been asked to consult in a minute or two, she ought to say: "I'm sorry, Mrs. Mitchell. It may require a few minutes to get that information. Do you wish to hold the line?" That, of course, is very polite, and it may cost you another nickel. But isn't it worth it?

S

# As a Gargle or Spray

for inflamed, irritated throats



URING the winter season, when you are called upon frequently to treat infected, irritated and inflamed conditions of the mucous membrane of the nose and throat, the use of Hexylresorcinol Solution S. T. 37 will bring quick relief and comfort to your patients.

Hexylresorcinol Solution S. T. 37 not only meets the physician's requirement of effective germicidal action, but the desire of the patient for an antiseptic which is pleasant to use.

When used as a gargle, spray or topical application, Hexylresorcinol Solution S. T. 37, because of its low surface ten-

sion, penetrates deeply into the microscopic crevices of the raw, inflamed mucous surface. As Hexylresorcinol Solution S. T. 37 is definitely analgesic, pain is promptly relieved. Bacteria are destroyed almost instantly on contact.

Hexylresorcinol Solution S.T.37 may be used full strength or diluted, as recommended on the label. It is stainless, odorless, non-toxic and is pleasant to the taste. Supplied in 5-ounce and 12-ounce bottles.

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Since 1845'

HEXYLRESORCINOL "Quality First SOLUTION S. T. 37

(Liquor Hexylresorcinolis 1:1000, S & D)

## Buying Health in Advance

#### VIA THE YAKIMA MEDICAL SERVICE CORPORATION

A BIT groggy, he shuffled into the examination room. "Hello, there," the physician greeted. "What can I do for you?"

"I feel pretty low," his patient replied. "Look me over will you?"

An examination showed him heavily loaded with sugar. He was in bad shape. Two consultants summoned diagnosed the case as encephalitis.

Forty-eight hours later the man was in a local hospital, unconscious. There he stayed for eleven weeks. Tests were made regularly. A pair of private nurses attended him throughout the entire period.

Eventually he recovered. His total bill was \$1,000. Yet he didn't pay a cent of it. The entire cost was footed by a corporation in a town some twelve miles away.

The town in question was Yakima, Washington; the bill-payer, Yakima's Medical Service Corporation.

Started as a non-profit venture in 1932 by the Yakima County Medical Association, this project boasts a membership of 55 physicians—all there are in the county.\* For a yearly premium amounting to about \$20 it provides medical and hospital care for approximately 7,000 employed persons. Not open to the public at large, it limits participation to industrial groups of more than fifteen employes.

Reasons for forming the corporation center around the fact that a number of commercial companies directed by laymen had invaded the Yakima district prior to 1932 and were gradually usurping the industrial practice of local physicians. Moreover, they



This article, the third in a series on typical American health insurance projects, describes an example of the type which is controlled by a medical society and restricted in its membership. (For further details, see September, October, and subsequent issues.) ¶Without passing judgment on the Yakima venture, Medical Economics presents facts with which any reader can appraise it for himself. A representative of the magazine gathered these facts personally from physicians, employers, medical associations, and employes in the State of Washington.

<sup>\*</sup>Except four M.D.'s who have been refused admission to the local medical association.

insisted upon dictating policies involving the practice of medicine and were piling up profits at the expense of both the profession and the public.

As a means of halting this encroachment, protecting the private relationship between physician and patient, and furthering the interests of better medicine,

Yakima physicians joined forces to incorporate a service bureau under the control of the profession. A survey made concurrently spurred them on their way. It showed that at least \$65,000 a year was being mulcted from Yakima practitioners by lay groups giving so-called medical service.

[Turn the page]



Larson Building: Room 410 houses the Yakima Medical Service Corporation.

### IRON DEFICIENCY

The normal processes of cell-oxidation are dependent on the presence of iron in normal quantity, because iron is an essential constituent of every cell in the body.

In Ovoferrin, the objectionable taste and irritating astringency, so often characteristic of organic iron, are absent. According to a distinguished internist, clinically Ovoferrin has the properties of the ideal iron preparation. Because Ovoferrin is a rapid and efficient blood-builder; it is almost tasteless and odorless; it does not irritate the teeth or induce constipation; it often stimulates intestinal peristalsis. It is especially indicated in the anemias of pregnancy and after serious loss of blood. Children take it readily because of its palatability.

Every tablespoonful of Ovoferrin (the adult dose) contains one grain of metallic iron in colloidal form, held in this state by means of a protective protein colloid.

For children, the dose is two teaspoonfuls, at meals, with milk or water.

Ovoferrin is prescribed in 11-ounce bottles.

If you have not used Ovoferrin in your practice, we shall be pleased to send you a trial bottle on request. You will be satisfied with the result.

### A. C. BARNES COMPANY (INCORPORATED)

New Brunswick, New Jersey
SOLE MANUFACTURERS OF OVOFERRIN AND ARGYROL

Before the corporation was set in motion a thorough study of the state insurance laws had to be made so that a legal set-up and contract could be devised that would not conflict with them. Established today on an agency basis, the corporation acts only as an agent for the doctor and patient in securing the benefits outlined in the contract. Each physician-member agrees with himself -not one for the other-to perform services as an individual. This provision is designed to guarantee the same physician-patient relationship that obtains in private practice.

The form of organization chosen places no liability on the employer because he, in turn, is merely an agent of the employe or

patient.

Originally the state insurance commission decided that the corporation should come under its jurisdiction. State officials at that time were not in full accord with the project. Since then, however, the insurance commission, after a close study of the corporation's purposes, is reported to have admitted its advantages and given full support to it.

The corporation has no officers. It is administered by a board of trustees appointed annually. The five physicians who constitute the board are charged with the responsibility of arbitrating disputes, auditing bills, authorizing surgical operations, and deciding all economic matters which affect the society as a whole. A lay secretary-manager, assisted by a stenographer, sells contracts, handles business details, and contacts both current and prospective clients.

Any physician in good standing who is a regular, paid-up member of the Yakima County Medical Association may belong to the corporation. All the specialties are represented among

those who participate.

Contracts issued provide medical and hospital service over a period of six months for any single illness or injury. This includes home calls, office calls, ward bed in a good hospital, general mursing service, x-rays, laboratory service, anesthetics, operating room, medicines; plus me dical, surgical, and specialist attendance. Emergency dental service is also supplied. Medicines are given only by prescription and secured from drug stores under contract of the service is also supplied.

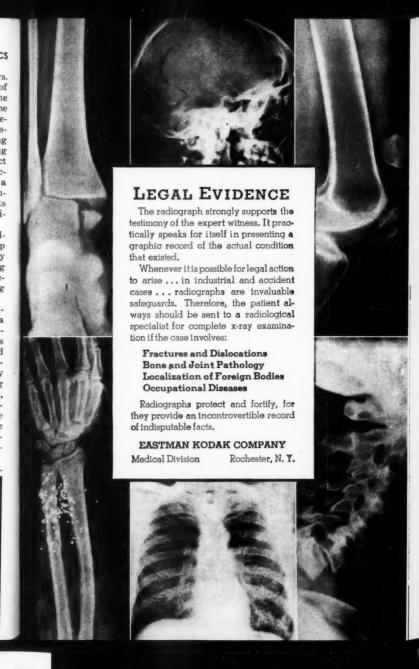
# No WIRING - NO DRYING VIM Needles Always Ready to Use

You do not have to wire or dry VIM Square Hub Needles after cleansing, and they are always ready to use. You get freedom from clogging, rust and corrosion, too.

Made from Firth-Brearley Stainless Steel, the points stay sharp—even after repeated sterilizations. For needle economy specify "VIM" Needles when you order.

Sold through your Surgical Instrument Dealer.





tract with the corporation. The service excludes treatment for venereal diseases, insanity, epilepsy, obstetrical cases, drug addiction, alcoholism, and the results of violating existing laws or chronic conditions.

Contracts are written only for breadwinners, not for families. There are two types. One provides full coverage for persons employed on a twelve-month basis. The other is a limited agreement written only for seasonal workers, usually those in the fruit canning industry.

The first contract costs \$2 a month; the second, 35 cents a week. About 2,000 employes are now protected by full-coverage; 5,000 have the limited contracts.

Physician-members are charged \$25 each upon joining the corporation. During the first year this money was used for operating expenses until premiums from contracts began to give the organization an income. The remainder has been used to set up a reserve which has grown to considerable size. Since the first year of operation, income from contracts has supported the project very adequately.

When a member becomes ill, he asks the corporation to issue a requisition to the doctor of his choice, authorizing the latter to render service. After treatment has been concluded, the physician presents both the requisition and his bill to the corporation. The corporation pays him at the end of each month.

Facilities of all member-doctors in and around Yakima are at the service of the corporation. The latter itself has no medical equipment.

The corporation acts as a coordinating agency for the medical men of the district and the state department of public welfare. Charity clients are given requisitions by the welfare department when investigators determine that medical attention is necessary. The client is treated by the physician, who then submits his bill to the corporation. This bill is passed along to the welfare department and paid to the limit of its funds. So far, payments have been made at a rate ranging from ten cents to fifty cents on the dollar.

The organization has never advertised. Membership is stimulated through personal meetings with employees and employers in industrial plants. Anyone interested in the organization's contract may obtain a pamphlet which outlines its purposes and benefits.

Yakima physicians interviewed believe that the corporation has tended to strengthen the traditional physician-patient relationship. They declare that there has been no injury to private practice in that each member gets his share of money spent in the locality for medical attention. To this extent, they say, private practice has even been enhanced. The corporation is said to have the approval of the American Medical Association. [Turn the page]

### CEANOTHYN

Alkaloidal Coagulant
Physiologically Standardized
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THE NEW, patented super-refining process which Rolicin undergoes makes it the finest, purest castor oil available today. No taste, no odor, no irritation. Regurgitation, nausea or stomach upset is rare. Rolicin needs no flavoring disguise. Children take it readily.

Rolicin has been found valuable in the treatment of chronic constipation, diarrheas, dysentery, food poisonings, etc.

Rolicin is the first castor oil in history from which all free fatty acids and oil-soluble impurities have been removed. Insist upon Rolicin instead of "castor oil" . . . for sale by all druggists.



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Super-Refining Process

- 1 Neutralization removes entirely the free fatty acids and the oil-soluble impurities which cause putrefaction.
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Rolicin is never sold in bulk. It is bottled and sealed at the refinery, completely safeguarding it from rancidity and outside contamination.

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Files have been swept clean of the small \$2 and \$3 charges which the transient fruit workers used to incur and not pay. Hundreds of cases could be cited where people of this type called for atten-When collections were attempted, physicians found the patients had moved away. Today, these people are under contract. Payments are made by payroll deductions, assuring the doctor his fee. As a consequence, it is said that the income of Yakima physicians has held above the national average ever since the corporation was organized.

There are no figures to show what change, if any, has occurred in local mortality rates during the past three years. However, it is believed that serious illnesses, especially influenza and pneumonia cases, have declined since that time, owing to preventive treat-

ment given.

One factor making for smooth operation of the system is that the community and membership are small enough so that most physicians are personally acquainted with each other.

Lay members of the corporation, asked by MEDICAL ECONOM-ICS to express an unbiased opinion of it, commented as follows:

F. M. Raymond, president, Ar-

tificial Ice & Cold Storage Company: "The contracts involve considerable extra bookkeeping for the company and are of no advantage to it, but they do help the employes. The latter probably take better care of themselves than otherwise. As a result, they are able to work more days a year . . ."

H. W. Donahey, district manager, Pacific Fruit & Produce Company: "The contract is of chief value to the physician because it makes him sure of his pay. It is also of benefit to the worker because in the event of accident or sickness he knows he will be taken care of. I do not think that our workers are in better health as a result of this contract or that they report more regularly to work. However, I am in favor of it."

W. T. Hines, representative, Cascade Lumber Company: "Both employes of the mill and the company are pleased with the agreement. Our records show that there has been a saving in cost, compared with state industrial insurance rates."

William B. Fletcher, employe, Yakima Fruit Growers' Association: ". . . It is a good thing for the workers in fruit warehouses."

E. E. Short, storage company employe: "The plan has saved me

The VIM Slow-ground Suringe LONGER ACCURATE LIFE (because the glass is SLOW Ground)
VELVETY SMOOTH OPERATION (Slow grinding makes a finer ground finish)
FREEDOM FROM LEAKAGE and BACKFIRE (Piston and barrel fit tighter—always)

All VIM Green Emerald Syringes are Slow Ground.

them by name—"VIM."

# It's a Matter of Principle...

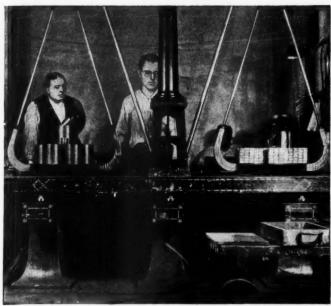


Photo by Ewing Galloway

AT the United States Government assay office in Washington all gold bullion is weighed on a gravity scale, the principle of which insures positive accuracy.

Accuracy within a tolerance that has genuine significance in diagnosis is essential in the determination of bloodpressure. Not merely initial accuracy but accuracy that can be implicitly relied upon year after year is guaranteed in the \*Baumanometer because it is a true mercury-gravity instrument. Its accuracy is as unvarying as the principle on which it operates.

Both the KOMPAK MODEL and the new 300 MODEL Lifetime \*Baumanometers are attractively cased in Cast Duralumin and guaranteed against glass breakage for the purchaser's lifetime. Through the use of this copperaluminum alloy, both models are made lighter, smaller and sturdy enough to withstand the hardest

aluminum alloy, both models are made lighter, smaller and sturdy enough to withstand the hardest usage. Your surgical instrument dealer will gladly explain their many exclusive features or send one for your inspection.

W. A. BAUM CO. Inc., NEW YORK

<sup>\*</sup>The Baumanometer is the product only of the W. A. BAUM CO., Inc.

I

a lot of money for doctor bills. I have been in the hospital twice and all it has cost me has been 35 cents a week."

Most physicians queried about the corporation had a good word to say for it. Only a few raised

objections-for example:

"Doctors, by forming medical bureaus, are defeating their own purpose," said one. "It will be easy for state or federal authorities to turn these organizations to the uses of socialized medicine. The set-up ties in perfectly with what are supposed to be the intentions of the administration."

Said another: "The doctor serving with the medical bureau will often give a patient some stock prescription—anything to get him out of the office in a hurry. He may also discourage an operation, although he knows one would be beneficial; for he realizes he will not get his full fee."

Said a non-member: "The physician doing work on a contract basis will make as few calls as possible. Also, he will hurry along his contract patients in order not to keep private patients waiting."

### Yakima's "Baby"

By DELMAR FOSTER BICE, M.D., PRESIDENT, WASHINGTON STATE MEDICAL ASSOCIATION; TRUSTEE, YAKIMA MEDICAL SERVICE CORP.

THE medical service corporation,\* or medical bureau, as it is more commonly known, is Yakima's "baby." Twelve other bureaus have been formed in the state and in a number of counties the local medical societies conduct their business on the same plan. Not all of them have attained the same high degree of success that we have since we are fortunate enough to enjoy 100% membership and complete cooperation among our physicians.

The big thing about our system is that small-pay patients receive

efficient service for only 35 to 50 cents a week, compared with second and third-rate service from lay organizations at the same or higher rates.

The state medical association feels that the functions of the medical bureaus will mean an ultimate solution of the indigent problem and the supplying of laymen with satisfactory medical care without resorting to social or state medicine.

Formerly, in Seattle, for instance, there were 12,000 free beds. Medical service was given on a charity basis. After the organization of the Seattle bureau,

# for CONGESTIONS THE DIONOL CO. A210 Trumbull Ave. Detroit, Mich. Is Surprising The Profession

<sup>\*</sup>Described in the preceding article.

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Doctors now feeding libby's homogenized vegetables



# as early as 3 months!

Clinical tests are notably successful. • The time has passed when doctors need hesitate to introduce solid foods into the infant's dietary earlier than six months!

Clinical feeding tests show that Libby's homogenized vegetables can be fed with commendable results as early as 12 weeks. Pediatricians supervising the tests in Yew York hospitals report that these homogenized solid foods were well tolerated. Infantshad improved color and muscles of a firmer tone. And no cases of vomiting, colic, diarrhea or gastrointestinal disturbance were charged to the homogenized vegetable diet.



#### Hailed as Great Advance

In discovering a special method of homogenizing vegetables, fruits, cereal and soup, it is generally agreed that Libby, McNeill & Libby has made a valuable contribution to pediatrics.

The homogenization process Libby uses breaks up cellulose structures and reduces coarse fibers in solid foods into tiny particles so these foods can be digested easily and completely by very young infants. The prescribing of a diet containing vitamins, minerals and other food essentials not found in milk is made possible at a much earlier age.

Doctors are invited to write for a complete report of "Important Changes in the Infant Dietary: 1895 to 1935." Address Libby, McNeill & Libby Research Laboratories, Chicago.



# Homögenized FOODS FOR BABIES

In enamel-lined tins. Unseasoned except for salt.

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all physicians providing service for such patients began to receive fees at regular industrial rates.

Our records show that doctors who before the formation of the Yakima bureau were favored by the largest practices still stand in the front rank. Those doctors whose practices were small continue to have a relatively smaller number of patients.

A lessening of expense for medical treatment has also been experienced. Bill-padding did, of course, crop up; but the auditing committee which meets monthly now prevents padding by requiring doctors to describe their cases.

Chiselers among the laymen make up the only disadvantage to the bureau's service. There has been a tendency among patients to make more calls than are strictly needed.

Employment of transient labor

is probably as great if not greater in the Yakima district than in any other place in the United States. Yakima physicians, our records show, used to collect less than 25% of their private fees from transient fruit workers. Now they collect 100%.

During the bureau's first year of operation it paid in full all bills owed to druggists, hospitals, dentists, and ambulance companies. The physicians took somewhat less than 50% on their fees. Each year since then, the corporation has been accumulating a reserve and has paid 100% to everyone concerned, besides making up the deficit of the first year.

Our reserve is held in cash at the bank and is ready in case of an epidemic similar to the influenza epidemic when physicians were swamped with work but received nothing for it.

### AVOID SUBSTITUTES!!!

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At Practically No added cost

FOR YEARS, Elixir Lactopeptine N.Y.P.A., because of its strength, quality and uniformity has been recognized as The standard digestive vehicle.

• When used as a vehicle in your prescription, Elixir Lactopeptine N.Y.P.A. not only disguises the taste of unpleasant drugs but in addition, because of its digestive properties, renders them tolerable to the stomach.

• A recent price reduction to the Druggist enables him to use Elixir Lactopeptine N.Y.P.A. at a cost but little more than the imitation.

• Druggists assure us that genuine Elixir Lactopeptine N.Y.P.A. will be dispensed in all prescriptions where it is specified. (Do not use abbreviations such as "Elix. Lact. Pep." or "Elix Lactop.")

• For your patients' protection write out the name Lactopeptine N.Y.P.A. in full. Abbreviations may lead to the use of imitations or substitutes.

If you must abbreviate, always specify N.Y.P.A.

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And it is available in special forms of particular convenience. Standard widths come in the dustproof, freereeling Bay container that is handy to use and protects the plaster. Convenient eighth and quarter-inch strips can be had on reels two inches wide.

Readi-cut rolls for use in the new improved Bay wall rack facilitate handling in clinics—the closed rack is not



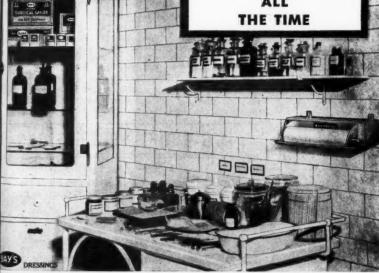
marked by visible advertising insignia.

Bay's one-inch Readi-Bandages come in handy, professional packages of 100; the six-inch width is packed six to a box.

Physicians who specify "BAY'S" receive maximum efficiency and convenience—at no increase in cost.

# MAXIMUM CONVENIENCE

THE TIME



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Gentlemen: Please send me a sample of BayHesive

### Pan-American Plight

By HAROLD HAYS, M.D.

A first-hand impression of medical-economic conditions in Central and South America is given in this summary of observations made by Dr. Hays while en route with the 1935 Pan-American Medical Association cruise.—ED.

OttWARD prosperity among the elite of the profession in Pan-American ports is no indication of the economic status of the majority. Conditions there have led me to one conclusion: It is regrettable that where medical men are needed most, there are too few; where they aren't greatly needed, there are too many.

Take the Island of Trinidad, for example. This is a British protectorate. Even the poorest native is fairly well educated. While there, I met a number of physicians; all seemed prosperous. The mayor of Port of Spain was my host.

"All our doctors do pretty

well," he told me. "The trouble is that there are too few general practitioners for the population. Those general men we have are kept busy all the time, while there is not enough work for many specialists."

Conditions are quite different beyond the Equator when one enters Brazil, for instance. In Rio de Janeiro my inquiries among doctors brought to light an economic situation similar to ours.

Fortunately for Brazilian practitioners (and this applies to Santos, Sao Paulo, and other cities), it is quite difficult for physicians of other countries to obtain licenses. Brazilian doctors are having a tough time—particularly the young ones—spending endless hours in charity wards.

In talking to Dr. Costa, a young Brazilian surgeon, while lunching with a group at the Jockey Club in Rio, I learned that a fairly good fee for a tonsillectomy would be \$25 and that \$100 would be enormous for an appendectomy or a herniotomy.

"The great trouble is," he told

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NEW SHAPES
TO HELP AVOID
WIND SUCKING



\*"If the baby swallows air while nursing and vomits, a different nipple should be tried." Morse, J. L., Wyman, E. T. and Hill, L. W.

To MEET this need we now offer the three shapes of teats shown above. One of them will conform to the shape of practically every infant's mouth and help reduce windsucking.

SAFEST—BECAUSE EASIEST TO CLEAN.
If mothers were never careless, if they always sterilized and thoroughly washed bottles, brushes and funnels, if the same safeguards were always present in every home as in your hospital, almost any bottle or nipple

would do.

Unfortunately even the most painstaking mothers may some time neglect some part of the daily routine of preparing the formula. The danger of gastro-enteric infection from this source—carelessness—is always present.

You can help eliminate this danger. Start the baby with Hygeia Nursing Bottles and Nipples, They are safest because they are easiest to clean.

**BOTTLES:** 8 oz. size 15c; 4 oz. size 10c: liberal replacement offer on bottles broken *from any cause*.

NIPPLES: Three teat shapes. Three colors—black and red (15c); translucent 20c.

\*The Infant and Young Child, Philadelphia, Saunders, 1929.

HYGEIA THE SAFE NURSING

me, "the majority of our people are too poor to pay the doctor anything. A few older men monopolize the patients in the American colony. The young doctor eventually will starve unless he gets a government job or is subsidized in some way."

In Jamaica, as in all West Indian islands, one meets a specific economic problem. What eventually will happen, no one knows. Fortunately for physicians there, strict laws prohibit foreign physicians from jumping in and making matters worse than they are.

I spoke to Mr. K. O. Henriquez, a large manufacturer, concerning conditions on his island.

"Among the city of Kingston's 40,000 population, 30,000 are colored people who can't afford to pay doctors," he said. "There are about 200 doctors in Kingston proper. A few others are scattered throughout Jamaica. They are mainly colored.

"The better class of medical men are decidedly overworked. Even the poorer ones have enough to do. The charity hospital is always overcrowded and decidedly undermanned. There are not enough staff doctors or nurses. Two to three times as many could easily be kept busy."

At a garden party given in our honor on the beautiful lawns of the Myrtle Park Hotel, I met several local medical men. I was particularly interested in the remarks of Dr. Eugene Gideon, president of the local medical association.

"The medical situation down here is unusual," he said. "From an economic angle there is no reason why any of us should not be satisfied; from a scientific viewpoint, we are far from satisfied. There is no specialization. Every man, regardless of his training or special talent, must do everything. Every interne is a surgeon, and his abilities must extend from removing an appendix to treating a contagious disease. Meantime, he may have a difficult delivery.

"Even today one must practice voodoo medicine and cater to native superstitions. The answer to this problem lies in a panel system. Then doctors will have to go into outlying sections. There can't be any other way, for the majority of the 1,200,000 inhabitants are negroes. Less than 100,000 of them earn over £50 a year. How could any doctor eke out a fair economic existence with such a set-up, unless guaranteed a iving salary?"

One of our last stops was at Puerto Rico. Imagine 300 physicians serving a community of 1,500,000! The situation is far from rosy, although all the doctors we met seemed prosperous. Unfortunately, almost all are practicing in San Juan, which has a population of 60,000. Hardly one practices, for pay, in the rest of the island where the people are miserably poor.

What is the net effect on the doctors' economic position in Puerto Rico? All are working on

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". . . we have obtained the same sort of satisfactory hemoglobin regeneration from the daily administration of 12 grains (0.8 Gm.) of a ferrous sulphate preparation (pills Feosol—one q.i.d.) as we had previously seen from 100 grains (6 Gm.) or more daily of ferric ammonium citrate (1 ounce daily of a 25% aqueous solution)." (Med. Clin. of N. Amer., July, 1935.)

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Each tablet contains 3 grains ferrous sulphate exsic-cated, U.S.P., with a special vehicle and coating.

NO GASTRIC UPSET-NO BLACKENED TEETH

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### IN RHEUMATOID CONDITIONS GENERALLY

In addition to its therapeutic value in Arthritis OXO-ATE "B" has a wide field of usefulness as a palliative in "lumbago", "rheumatism", etc.

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(Calcium Ortho-lodoxybenzoate)

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### TILDEN Has Kept Faith With Physicians

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prescription in alleviating pains and fevers without any general depres-sion or weakening of the heart or nerve centers.

Composition: Phenacetine, Salol, Caf-feine and Acetanilid balanced with with other ingredients and combined in a manner exclusive with Tilden. Decidedly Palatable-Rapid Results-Economical.

Colds-Neuralgia-Rheumatism

For many years physicians have pre-scribed the specialties of The Tilden Company more than any others in the ethical pharmaceutical field because Til-den has always kept them under the exclusive control of the medical profes-

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#### THE TILDEN COMPANY The Oldest Pharmaceutical House

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the most vital problem: control of tuberculosis and malariawork which pays least. Their living must be earned vicariously among a very small fraction of the population. Their natural tendency is to look forward to obtaining some salaried or government job. Do such conditions in the tropics point toward socialized medicine? I do not know.

I am sure of one thing: that the United States is a pretty good country to live in and the doctors here are no worse off than in other countries.

Central and South America are excellent playgrounds, but for real work one should live and practice in the good old U.S. A.

### Hospital Insurance

PALO ALTO LEADS WAY WITH COMPULSORY PLAN

AST May 14 the citizens of Palo Alto, California, voted on whether or not the community's unique system of hospital benefits (started January 1, 1934) should be continued. The count was ten to one for continuation.

"The plan," Mayor C. H. Judson told MEDICAL ECONOMICS last month, "is simple, works perfectly, and is attracting the attention of neighboring communities who may join it."

Not so enthusiastic are certain Palo Altoites who doubt the propriety of a municipal government spending public funds to defray the hospital expenses of individual citizens.

Several years ago a committee of the Palo Alto Medical Society and the Palo Alto Hospital Auxiliary undertook an intensive study to find out how best to help the needy meet the costs of hospitaliS

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8 1 zation without suffering ruinous financial setback. The plan which was evolved, started as an experiment, and established last spring works as follows:

Funds are raised by taxation out of which the city pays \$2.50 a day on the hospital bill of any resident. The time limit for such city-payment is three weeks during any one year. The city's share must not exceed half the daily charge to a patient and is not paid at all when a patient goes in for hospitalization at \$8 or more a day. The mayor, the hospital superintendent, and the city health officer supervise the plan.

Four months before the May 14 balloting which resulted in definite acceptance of the taxbenefit plan, a special hospital committee was asked to study carefully the effects of the Palo Alto plan, and to consider alternative plans that might be better.

The committee rejected:

Voluntary hospital insurance, because of the limited number of people who would participate voluntarily, and because many would join only in the event of known likelihood of benefit.

Endowment of wards, because it would encroach on the functions of the county hospital, would exclude much Palo Alto population, and would lack flexibility in meeting fluctuating demands.

Restricting benefits to ward beds, because it would overtax ward facilities, would fail to provide for those whose proper care demanded a private room, and, for these two reasons, would interfere with hospital efficiency.

In effect, the Palo Alto plan amounts to compulsory hospital insurance in that all local people contribute to its cost and all are eligible to share equally in its

benefits.

### FOR THE MODERN MEDICAL OFFICE



the A.M.A. and approved by American College of Surgeons.

Ultraviolet irradiation is becoming more and more established throughout medical circles as a remarkable thera peutic adjuvant.

Physicians, knowing the importance of ultraviolet irradiation prefer Hanovia equipment for its efficiency-mechanical perfection—effective and economical operation and for its attractive appearance.

Ninety percent of all quartz lamp-used throughout the world are Hanovia made-there must be a reason for this.

### SUPER ALPINE SUN LAMP

A highly perfected quartz-mercury ultraviolet generator assuring accurate and controlled irradiation intensity for every indicated therapeutic need.

This lamp is easily transferred from room to room; can produce a first de-gree erythema in 30 seconds; more pa-tients can be treated in less time. Op-erates at low cost.

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### INFANTILE ECZEMA

The baby, born April 10, 1984, developed the eczematous condition in October. Practically the entire body was affected.



Photographed Feb. 9th, 1935

# "ONE PICTURE is worth

THERE is no better way to tell the story of Mazon's success in the treatment of skin disorders, than by the practical example here pictured.

Mazon modernizes dermal therapy. The distinctive characteristics of Mazon assures full cooperation of the patient and obtains maximum effectiveness. INDICATIONS
ECZEMA
PSORIASIS
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ATHLETE'S FOOT
AND OTHER SKIN
DISORDERS

#### DISTINCTLY MODERN

NOT A SMEAR! There is no greasy residue. Mazon is completely and rapidly absorbed.

NO BANDAGES! Permit air to act freely. Allays itching immediately. Will not stain.

ECONOMICALI Permanency of results establishes Mazon as an effective and economical treatment.

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Photographed Feb. 22nd, 1935

# Completely Eliminated in thirteen days

The father states:

"We had been absolutely unable to find any remedy or anything that would give even alleviation. Dr. M. H. of Charlotte, N. C. advised the use of this (Mazon) cintment, and, as is obvious from the pictures, improvement was immediate."

# a THOUSAND WORDS"

MAZON SOAP is an important factor in Mazon treatment. It not only cleanses the affected dermal area, but prepares it for the absorption of Mazon. It is absolutely pure.

THERE IS NO SUBSTITUTE FOR MAZON

The success of Mazon has encouraged substitution. Insist that your patients obtain the original one, two or four ounce *bluc* jar.

On Sale Dependable Pharmacies Distributors
Wholesale Druggists



PHILADELPHIA, PENNSYLVANIA

# Investment Highlights

By FRANK H. McCONNELL



N. Y. Herald-Tribun

A WARNING against inflation was sounded recently by Charles R. Gay, president of the New York Stock Exchange.

"I am not an alarmist, but—," he said.

Mr. Gay feared that things might get out of hand; that people might become too enthusiastic about stocks and repeat the ill-fated market orgy of 1929. To prevent such a recurrence he urged the adoption of firm measures.

National policy, he thought, should be directed toward controlling speculation through the close cooperation of commercial bankers and the Stock Exchange with the Federal Reserve Board and the Treasury Department of the United States.

The aim would be to restrain excessive and loose buying of securities through setting hard and fast rules governing purchases of stocks on margin (margin is the

# Douching After CHILDBIRTH

If the white lochial discharge persists after childbirth, it generally requires no treatment beyond an effective cleansing douche when the mother becomes ambulant.... For the preparation of an effective cleansing douche, Lorate powder supplies the desirable qualities of sodium perborate, sodium bicarbonate, sodium chloride, with menthol and aromatics. Lorate is effective yet mild; it is non-astringent and non-irritating. It is an excellent deodorant. And because Lorate is alkaline, patients find it soothing and relieving—a good protective against the irritation of acid discharge from the vagina. Use coupon for samples and literature.

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actual equity of a buyer of stock on credit). No obstacle, of course, would be put in the way of buying stocks outright, but the speculator who wanted to acquire stocks on a small down payment would be told in effect to hold tightly to his money, or, if he must run a gambler's risks, to try the horse races.

"No shoe-string speculation and no gambling in the stock market" -that is the intent back of present precautionary moves instituted by the government and supported by the Stock Exchange. Through them it is hoped to avoid buying excesses and their painful after-effects.

Aside from the indication it furnishes that the Stock Exchange is preparing to do its part in tempering bullish buying enthusiasm which all toe easily can be carried to extremes, Mr. Gay's forecast of inflation is deeply significant for another reason. It reveals how strongly men in high places feel about America's near future. Clearly, they expect a better stock market.

Purchases of shares of leading

companies in profitable industries would seem to be sound investment policy.

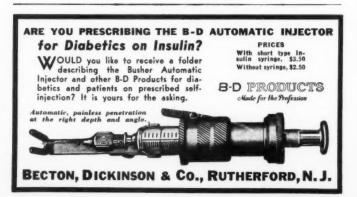
#### Inflation Favorites

What stocks to buy in anticipation of inflation, is a question hard to answer. Not all stocks would share alike in the expected rise in prices-for example: shares of companies in industries which are afflicted with unbridled competition and wasteful overproduction, or those which are subject to slowchanging government regulation.

Following are some classes of stocks which may logically be expected to advance in case of in-

flation:

Commodity stocks. These are shares in companies which own large amounts of raw materials, e.g., oil, copper, sulphur, aluminum, fertilizer, cotton, woolen, silk, rayon, foodstuffs, and meat packing concerns. Their large holdings of basic materials or commodities should advance in value, if competition in those industries is not destructive. This price increase would make the shares of such companies more



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valuable, and their stock market quotations should advance as a result.

Bank stocks. The income of banks derives from loans; and industry at present is not borrowing much money. Moreover, interest charges are very low. As a result, the banks aren't doing so well. But this is a temporary condition. Inflation, if it comes, will bring rising prices; and rising prices-if they are not too abrupt -will encourage business men to When this happens, banks will be asked to make loans. Consequently, bank stocks hold interesting long-range possibilities, although commodity stocks should precede them in any advance caused by inflation. There need be no haste to buy bank stocks.

Investment trusts. For several months a number of the better investment trusts have been buying stocks on the theory that inflation is coming. Consequently, they are now in position to benefit from such a development. Their condition is much better than it was a year ago. Selected investment trust shares hold attraction, therefore; but it is important to buy into the right companies.

Other favored groups include the building equipment, chemical, farm implement, and automobile companies. Business among them is better, and is likely to improve still further. Shares of these companies should benefit from infla-

tion.

#### Creating a Nest-egg

There are many ways of saving money-via life insurance, a savings bank account, or money in the sock. Today a once-popular method which lost prestige during the depression is staging a come-back: the savings and loan bank method.

The federal government has extended its influence in that field, with the result that there are now several hundred government-sponsored savings and loan companies throughout the country. Unlike the state-chartered institutions, they can offer to their depositors the safety of federal insurance. They can easily be distinguished from other savings and loan banks (although the latter may be strong enough in their own right to need no federal insurance protection) because they are permitted to use the word "federal" in their corporate titles.

For the benefit of such institutions, Congress has established the new Federal Savings and Loan Insurance Corporation. Its purpose is to assure repayment in full of the account of every investor in any insured institution of the savings and loan type, up to a maximum of \$5,000.

Savings may be invested in shares of these federal-chartered institutions in amounts ranging from 50 cents to \$100 monthly. The method is for the investor to

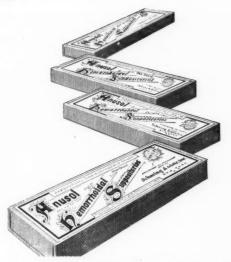
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buy shares with arrangement for paying in one of four ways: through regular monthly installments; through irregular payments (whenever convenient) of varying sums of money from \$1 upward; through investment of a lump sum as part payment for shares on which interest will accumulate until eventually they are paid in full; and through outright payment in full, in which case dividends due on the shares will be paid to the buyer in cash instead of being applied to the balance owed on the purchase.

The shares do not have a fixed dividend rate. That depends upon

earnings which vary according to locality and current business conditions. It is usually from 3% to 5%.

The business of these institutions is currently increasing. People again are buying homes. The federal savings and loan institutions are making loans, also guaranteed as to repayment by the government, for home-buying purposes.

Shares of the federal savings and loan companies offer some attraction to the man who wants to create a nest-egg and is interested in having it well secured.

[Turn the page]

# Reincarnation at Tuckahoe

Wide World

Ther Strai cause agree fants direc Se of no detrice contradult He tages tents and



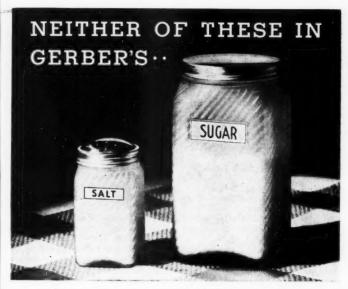
Three years ago a decaying old mansion; today the modern headquarters of the Westchester Medical Center, at Tuckahoe, New York. Total cost for labor: nil. Skilled workers remodeled the building in return for free medical treatment.

Soup Green

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There is no seasoning in Gerber's Strained Vegetables and Cereal—because pediatrists consulted by us were agreed that seasoning of foods for infants should be under the physician's direction.

Seasoning to please mother's taste is of no advantage to baby, and may be detrimental. Likewise, seasoning is contraindicated in many diets for adults—an important use for Gerber's.

Here are some other Gerber advantages—Shaker-Cooking, to agitate contents of can, shorten cooking time 40%,

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Free to Physicians—for distribution to mothers. "Baby's Book," by Harriet Davis, R. N., saves the physician's

time by answering everyday questions asked by mothers about routine baby care. 32 attractive pages. Supplied free in quantity. Coupon will bring specimen copy for inspection.





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Soup... Tomatoes...
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#### **Bread Profits Leavened**

A number of leading bakery companies are now raising prices of bread. Higher cost of flour is the principal reason given. Advances of one cent a loaf have been posted in a number of communities. For this reason baking company profits should increase, at least temporarily.

Unlike many industries, the baking business does not suffer any great loss of sales when prices are advanced. People have to have bread. Moreover, a price increase of one cent a loaf, although it seems small per loaf, is actually large when measured in terms of total sales; and it is on volume of sales at a small profit per unit, that these companies make their gains.

Preferred stocks of the leading bakery companies have some attraction as a speculation, but they are not good purchases for the man whose primary interest is safety of income. Contrary to popular opinion, earnings of these companies are not large. Competition in the industry is severe, and politicians find that crusades against bakery chain companies

are often productive of votes on election day.

#### A Growing Industry

Large fortunes in the past have been made from comparatively

# Bibliography of State Medicine

PRESSES keep producing material for those who are to debate socialized medicine this year. Informative and interesting (even to non-debaters) are:

Socialized Medicine (two volumes), edited by Bower Aly; Lucas Brothers, Columbia, Missouri.

75 cents per volume.

Complete Handbook on State Medicine, Chief Compiler J. Weston Walch; the Debaters Information Bureau, 45A Free Street, Portland, Maine. \$2.50.

Portland, Maine. \$2.50. Socialization of Medicine, prepared by Julia E. Johnsen; H W. Wilson Company, 930 University Ave., New York. Ninety cents...

Free Medical Care, edited by E. C. Buehler; Noble and Noble, 100 Fifth Ave., New York. \$2.



A blunt flexible canula made of sterling silver and used in connection with the small Asepto syringe No. 2035 is most useful for the treatment of small fistulas, urethral glands, nail and splinter wounds.

The sterling silver canula is not affected by such powerful germicides as iodine, hypochlorite solutions or nitrate of silver. Its blunt tip will follow a wound canal B-D PRODUCTS without causing new trauma.

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WITH the first chill winds of winter comes the usual prevalence of throat affections for which the physician constantly needs alleviating agents.

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were developed for use in the prevention and treatment of infections of the throat and mouth and five years of clinical application have demonstrated their effectiveness. The lozenges have taken an important place in the physician's armamentarium because they relieve the soreness and pain associated with such conditions as tonsillitis and acute pharyngitis. They are useful in the control of infections because they reduce the number and viability of pathogenic organisms present.

Thantis Lozenges, H. W. & D. contain Merodicein, H. W. & D. ½ grain and Saligenin, H. W. & D. 1 grain, and are antiseptic and anesthetic for the mucous membranes of the mouth and throat.

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small investments in the stocks of companies pioneering in new industries. History, no doubt, will repeat itself. Of today's infant industries, aviation is one that



THE PERFECT GIFT is the one that helps some one else. You help many when you use Christmas Seals. \* The gay little seals finance a program of free clinics, X-rays, tuberculin testing, nursing service, education, rehabilitation, and research to help control tuberculosis. \* Make your Christmas gift the perfect gift by using Christmas Seals on your holiday letters and packages.



BUY CHRISTMAS SEALS

The National, State and Local Tuberculosis
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can now boast a record of sufficiently tested past performance to encourage hope for the future.

The leading aviation companies are increasing their haulage of both freight and passengers. For the third quarter of this year they registered gains over last year. Also, they have been helped by rate increases granted recently by the government for carrying the mails.

Careful selection is necessary, but there are several strongly organized companies in aviation which offer promise. Moderate purchases of such shares are favored—not for a quick turn, but for the longer pull.

#### Railroad Danger Signal

Despite active buying recently of some of the railroad shares, there seems little point to acquiring stocks of these companies with conditions still uncertain in the field.

True, railroad earnings have been climbing. For the second half year they will total substantially more than in the lean first half, and an advance in railroad stock prices is entirely likely. None the less, the question remains as to whether such a rise, if it occurs, will long continue; whether basic conditions affecting the carriers have changed enough



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Phillips' Milk of Magnesia Tablets are concentrated. convenient, mint-flavored, pleasant to take.

The antacid capacity of Phillips' Milk of Magnesia. whether liquid or tablet, is three times that of a saturated solution of sodium bicarbonate—which means greater economy, greater effectiveness.

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to warrant a prolonged market upturn. Following are a few important facts that should be kept in mind:

The costs of operating a railroad today are disproportionately high. It is difficult to reduce these costs, particularly the important and large item of railroad wages.

Costs will become still higher next year, when the new Social Security Act and the Railroad Pension Act go into effect.

Strong agitation will be made in Washington this winter for government ownership of the railroads. Rather than accept a reduction in wages should such action be imperative to keep the roads running at a profit under private control, it is likely that the strong brotherhood unions and other railroad organizations will support the growing demand that the government take over this industry.

In view of these conditions and the fact that only very strong roads are now making both ends meet, purchases of railroad stocks may well be deferred.

# No Credit for Cut Fees

In a number of cases my regular fees are reduced for the benefit of poor patients. However, when I do this I explain that I expect cash. The response is good. Most of the patients who figure in this procedure are grateful to me for cutting their medical costs and cooperate willingly.—Charles D. Cleghorn, M.D., Miami.

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# The Public be Told

DISPROVING THE ADAGE THAT CHILDREN SHOULD BE SEEN AND NOT HEARD BY DAUNE WESLEY CRANKSHAW, M.D.

MISS Davis, who presides over the sixth grade in School No. 13, thumps on her desk for attention. Reluctantly the chattering in the classroom tapers off.

"Children," the teacher begins, "I have a treat for you. There's going to be a contest. See this announcement? It says that the Centerville Medical Society is going to give prizes for the three best 300-word essays on the topic, 'Our Family Doctor and Why We Chose Him.' The contest is open to all sixth, seventh, and eighth grade pupils in town.

"Now, I want you children to talk to your mothers and fathers and hand in your written essays at the end of next week. You all have a chance to win one of the prizes, and I'm sure you'll make me proud of you."

You're prompted to shed a tear for the youngsters. Many of them will have a herculean job trying to get their parents to give reasons why they chose their family physician. There will be considerable hemming and hawing. Admonitions not to bother mama and papa will come thick and fast. Yet the subject is bound to receive attention and thought.

Although ignorance of the basic principles of medicine is beginning to diminish among the lay public, a great many persons are still slow to grasp the need for sound medical advice and treatment. It takes the sharp bite of pain to make them think of a physician.

Some good has been accomplished by the addresses given and the articles published for laymen on various phases of medicine. Yet the good addresses and the good articles are but a fraction of the poor, misleading ones they hear and read.

Few people are like Abraham Lincoln, whose friends called him a "learner." If we want to help them appreciate and become better informed about the field of medicine, we must virtually force them to learn, and at the same time make the process pleasant. One way to do it is through the medium of their children.

But how? Someone suggests talking to them in groups. But did you ever try to hold the attention—the really interested attention—of a group of healthy children? It's no snap. It requires a trained speaker who can demonstrate quick sympathy and ready understanding of the youngsters' interests.

In the absence of anyone gifted enough for this exacting job, you suggest having a competent writer tell the message in an interesting pamphlet. But will the children read it? And even if they do read it, how much knowledge will they tis

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# A soluble antiseptic with the distinct advantage of yielding an alkaline solution

MERCK Sodium Perborate Flavored is alkaline in reaction and its use is not followed by the destruction of healthy tissue, so often associated with the use of acid solutions. The free oxygen facilitates the dislodgment of necrotic tissue, and has a further value in deodorizing foul organic matter.

Merck Sodium Perborate Flavored is free from abrasives. It dissolves quickly in water or saliva and completely covers any affected area, when used as a mouth wash, gargle or spray.

Patients gladly supplement office treat-

ments with regular prophylaxis, according to the physician's directions, when Merck Sodium Perborate Flavored is prescribed. It is easy to use and the peppermint flavor leaves a clean, refreshing feeling in the mouth.

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absorb? Obviously this method, also, will not achieve the results we want.

The situation is by no means hopeless, however. There is a method which lacks the disadvantages of the two previously mentioned: the essay contest.

You may immediately object that a contest is too difficult to run. Not at all. A small committee (smallness will help minimize dissension and delay) can

easily handle it.

First you pick your subjects. For grade school children these will be suggestive: "Our Family Doctor and Why We Chose Him"; "Personal Hygiene: Its Relation to Good Health"; "Home Lighting and Ventilation."

Or for high-school students: "The Work of Louis Pasteur"; "Why I Believe in Small-Pox Vaccination"; "The Value of Pre-

ventive Medicine."

In general, select a subject about which all school children should know. It ought, of course, to be a topic on which they can readily find facts. The average library has plenty of material on its shelves that will prove helpful. State departments of health issue bulletins that can be had free of charge. Manufacturers often offer literature—likewise

free. Even individual members of the medical society may have reference books which they will lend to their patients' offspring.

The selection of judges, while of major importance, is easily At least one physician should be a judge, to appraise the essays from a medical point of view. Next, a well-known school principal or school-board commissioner should be appointed. He will be useful in evaluating rhetorical value, and will further enlist the cooperation of the schools. Also, a prominent local newspaper man should be one of the judges. He can pass on the writing style, and his appointment will generally insure your getting valuable notices in the papers.

Now you're ready to tell the public. The schools will undoubtedly be glad to cooperate, for such a contest is, of course, educational. Intelligent school principals and teachers are only too willing to concede the necessity for further knowledge of the basic principles of medicine. They'll post your announcements and enthusiastically enlist their pupils in the contest.

The papers will also give space to the contest, for a contest means

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A vegetable vasodilator without disagreeable side effects.

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A trial of Alucol will convince you of its value. Let us send you a supply with full information.

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Wet dressings occupy the constant attention of the patient, and require frequent interruption of his work for renewal...

Dry dressings adhere to the wound, impede free healing and cause needless pain and loss of time when re-dressed . . . But Unguentine dressings are "moist" and combine the advantages of both wet and dry dressings with the disadvantages of neither!

Unguentine is not only positively and reliably antiseptic but possesses marked pain-relieving, local anesthetic effect.

Instantly soothing, constantly in contact, positively antiseptic, easily removed, Unguentine dressings do not interfere with the patient's work—and hasten healthy healing and complete recovery. In lb. and 5 lb. tins at new low prices. Sample free to physicians upon request.

# Unguentine

THE NORWICH PHARMACAL CO.
Dept. M.E. 11 Norwich, New York



competition and competition means a fight, which in turn means news. As that astute newspaper man, Chester Lord, former editor of the New York Sun, once said: "Were you to ask me to name the kind of news for which people yearn, I surely must reply that it is the details of a contest—a fight between men, or dogs, or armies."

You don't have to worry much about the newspaper announcements, provided your judge recruited from the Fourth Estate is himself a man of good judgment and one who will welcome your censorship of the copy so that it contains no evidence of misstatement or doubtful ethics.

Still another point while on the topic of publicity: Be sure to give your contestants as much prominence as possible. A young-ster of school age will do a lot just for the privilege of seeing his name in print. Make certain, then, that the names of all contestants appear in the papers.

Cash prizes can be given, but probably more interest will be aroused by the awarding of cups, plaques, or medals. There seems to be a special kind of glory attached to the winning of a cup which does not obtain in the winning of a cash prize. Also, a cup will probably cost less and look more desirable than a comparable cash prize.

After the contest is over and the decisions have been reached, it's a good plan to announce the winners publicly at a large meeting to which everyone has been invited. The prize-winning essays should then be published in the papers, of course, featuring the names of the lucky contestants. It's an excellent plan, also, to have bound copies of the essays prepared and placed in the local

school and public libraries.

So much for the mechanics of the contest. What results may be

expected?

In the first place, the children who participate will absorb lasting information. After all, it is axiomatic that what we dig for hardest sticks with us longest. You'll be surprised at the avid interest in research which children develop when they have the incentive of a contest.

Naturally, not all of them will win prizes. Some of the results may even be rather pitiful. Nevertheless, you can be certain that all the participants, even the "alsorans," will analyze the prize-winning essays critically to see why their efforts were unsuccessful.

Granted that the youngsters will benefit, can the contest be expected to help their parents too?

By all means.

Even though many fathers and mothers may try to evade the issue, their children will ask them questions and pin them down to definite answers. For the honor of adult intelligence, parents will give the subject thought. Some of them may even look up material on it. Then, too, it is only natural that a parent should be interested in his child's success in competition with his chums. Here's the contest motive again.

In addition to these desirable results, even though the incentive of personal gain does not play a part, the local profession will be certain to profit from the publicity it receives and from the dissemination of sound facts about medical topics. The county medical society will attain new prestige as an organization working for the welfare of the people. And the individual physician's service to his patients will shine in a new light.

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Relief for Head Colds!



The fragrant scent of pine forests—virtually captured in Pineoleum's perfectly balanced blend of pure pine needle oil and other therapeutic agents\*—brings soothing relief to head cold patients. Nasal catarrh sufferers find Pineoleum especially stimulating and soothing.

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# Get Understanding

By M. A. deFord

OF course people gossip. Everybody talks about everybody else. And physicians, being human beings (though some patients don't realize it when they ring up at 3 A.M. to say that the baby has a stomach-ache), gossip as much as anyone else.

Much of the gossip when medical men get together is about the faults and foibles of their colleagues. It seems rather a pity that some of the practitioners discussed, when no malice is involved, can not have a report of what is said about them. It might open their eyes before they were fixed immovably in misdirected ways, and mean the difference in the end between success and failure.

Recently I was one of a group where just such a friendly but critical conversation was going on. Perhaps every man present had himself some weakness more apparent to others than the one he was pointing out in an associate. Nevertheless, it was useful criticism; and because the faults touched upon are for the most part common ones, it occurred to me to make a note of some of the things that were said—with the names, of course, changed for obvious reasons.

"Well, I see Packard's lost another patient," one of the older physicians remarked. "I met Van Dyke this afternoon and he told me he's looking after old Mrs. Reynolds' 'rheumatism' now—after all these years."

"I'm sorry for Packard, I really am," another man responded. "But I can't say I'm surprised. I've heard too many times about his alarmist talk. He scares nervous patients into fits. I heard about a case of follicular tonsillitis where he announced that he thought the woman had diphtheria—with no culture taken, mind you—and was all for giving antitoxin at once."

Another member of the group smiled. "It's a pretty sad commentary," he said. "Yet I swear if I were sick myself I'd rather have Packard than Cole. After all, when a man's feeling bad enough to send for an M.D. he believes his ailments are pretty important, and he doesn't want them poohpoohed."

"Is that Cole's method? I don't know him very well," said the first man who had spoken.

"It is. And here's a sample. I had it straight from a patient of mine who happened to be visiting a friend who's been bedridden for some time with general arthritis. In comes Cole, grins at the woman lying there all done up after a sleepless, painful night, and says, 'My, we're looking fine this morning! You can't fool me into think-

# The Evidence is Accumulating

In the common cold, influenza, in fact, ALKA-ZANE in every respiratory disease, evidence is accumulating without alkalization is definitely useful. Alka-Zane for acides is is equally convincing.

Alka-Zane for acides is is equally convincing.

Alka-Zane is worth trying.

Alka-Zane is a granular, effervescent salt, composed of sodium, potassium, magnesium and calcium phosphates, carbonates and citrates. Average dose: one teaspoonful in a glass of water. Supplied in 1½, 4 and 8 ounce bottles.

Literature and trial supplies gladly sent to physicians.

WILLIAM R. WARNER & CO., INC., 113 West 18th Street, New York City

# The New Technic for BED SORES CAMPHO-PHENIOUE

· LIQUID · POWDER · OINTMENT



PHYSICIANS are using the Campho-Phenique treatment regularly for bedsores. They find that it is splendidly antiseptic, acts to prevent spread of sores, and to heal them promptly.

#### This is the simple technic-

- Swab out sore thoroughly with Campho-Phenique Liquid.
- Apply large squares of lint thickly covered with Campho-Phenique Ointment,

Repeat process, swabbing away dead tissue which Campho-Phenique aids in loosening.

Campho-Phenique is in use wherever an absolutely non-irritant, yet powerfully germicidal pharmaceutical is required.

#### CAMPHO-PHENIQUE CO. ME II 500-502 N. Second St., St. Louis, Mo.

Gentlemen: Please send me samples of Campho-Phenique; liquid, powder and ointment; also literature.

M.D.																
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ing you're sick. All you need is a good run around the block.' Naturally the woman dissolves into tears."

"Oh, well," interposed a gentler voice, "that isn't so deadly, after all. Some people don't find Pollyannas offensive: they're cheered up by them. Still, I do agree that Cole carries the thing too far. I may be old fashioned, but it seems to me that when a patient has a disease that's likely to prove fatal, either he or his family has a right to know about it. I can't forget something I heard about Cole: A widow told me after her husband died. Cole had urged them both not to worry; everything was going to be fine; all the man was suffering from was 'neuritis and indigestion.' Yet all the time he knew very well that the case was incurable—that the man had an inoperable carcinoma of the pylorus."

There was a moment's silence. Perhaps every man present was wondering what he would do, or remembering what he had done, in a similarly difficult situation.

Then one of the physicians grinned broadly.

"Not to change the subject," he remarked, "I heard a good one on old Gannett the other day. You know how he's always telling his troubles and complaining about this and that. Evidently he does it among his patients, too. I heard about a man from out of town who paid him an office call, and before he could get a word in Gannett burst out, 'I feel like the devil today. I ate something that disagreed with me. My stomach's all upset.' Needless to say, the patient was taken aback. As soon as he had regained his composure he hopped up and grabbed his

# its SANMETTO or its

# not SANMETTO

SANMETTO is not, of course, the only palmetto preparation used for the treatment of G. U. ailments. But SANMETTO possesses certain qualities which should discourage its substitution.

The berries used in its preparation are gathered on our own lands in Florida, for exclusive use in SANMETTO. Only the choicest are selected, and specially processed.

Result—A palatable balsamic product which does not Nauseate or Perfume the Breath.

The administration of SANMETTO insures soothing and prophylactic action, greatly assisting your local treatment by reducing inflammation and relieving pain. It provides invaluable aid for your G.U. patients in Urethritis, Pyelitis, Cystitis, etc. But, the benefits derived from the use of SAN-METTO can only be secured with SANMETTO.

Write for sample and liter

## OD PEACOCK SULTAN CO.

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St. Lauis, Mo.

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# Amazing New Development in Seamless Surgical Elastic Hosiery

Kendrick Patent No. 188792



No pinching or chafing when knee or foot is bent. Lies flat when knee or foot is in normal position.



Sprains, strains, varicose veins, swollen limbs...
The Kendrick Patent Accordion Stitch(see arrows) brings new comfort to wearers of Seamless Surgical Elastic Hosiery. Stockings fit smooth, and even—at ALL points; at ALL times.

Responds instantly and naturally to every movement. Meshes as knee or foot is flexed. Lies perfectly flat when knee or foot is in normal position. No pinching. No chafing. No wrickling. An exclusive Kendrick development. Perfectly comfortable. Practically invisible.

If your dealer does not have this new Seamless Surgical Elastic Hosiery, send us his name and we will arrange for him to supply you. Address James R. Kendrick Co., Inc., 6139 Germantown Avenue, Philadelphia.

# Damocles'

SWORD

# OVER HYPERTENSION

WHEN blood-pressure mounts, apoplexy is the sword of Damocles that threatens to snuff out life. Reduce blood-pressure quickly and safely with Hepvisc, the synergistic combination of Viscum album with hepatic and insulinfree pancreatic extracts. Affords marked relief of headache and vertigo. Prescribe 1 or 2 tablets t.i.d. ½ hour before meals.

Samples of Hepvisc on request.

Anglo-French Drug Co. (U.S.A.) Inc. 1270 Broadway, New York, N. Y.

hat. At the door, so the story goes, he turned and cooed, 'Physician, heal thyself.'"

"Then what did he do-come straight over to tell you about it?" gibed a younger man . . . "Seriously, though," he added, "that's the truth about the way Gannett beats his patients to it. In fact, he told me one on himself. Seems he had a bad cold, and, instead of cutting out all but the most necessary calls, he made the rounds as usual, coughing and sneezing at a great rate. Finally one woman he was calling on could stand it no longer. From her medicine cabinet she grabbed a patent cold remedy. 'Here, doctor, do me a favor,' she said. 'Take this!'

"Gannett thought it was a good joke, but it struck me as being pretty poor psychology. We kick because people dose themselves, yet a physician with the sniffles isn't much of a recommendation for the profession."

"Well, now, George, you know there's no real cure yet for coryza," put in someone pacifically, amid general laughter. "But look here, as long as we're knocking the absent brethren, I don't mind saying I'd rather have a dozen Gannetts than one Chamberlain."

"Why, what's he done?" asked another man, surprised. "All I ever hear is how interested Chamberlain is in his patients' welfare."

"Interested—yes. Too much so. My brother told me about a man who'd been going to Chamberlain for some chronic trouble. This man has a boy who's been out of a job now for more than a year. Nothing for the boy to be ashamed of, heaven knows, in these times. But every time the father stepped into Chamberlain's office he'd be asked if his son had found a position yet. Not that Chamberlain was going to find him one. It was

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# CANNED FOOD IN INFANT NUTRITION

#### II. Strained Foods

• During the first few months of life, breast milk or modified cow's milk, properly supplemented, is the major article of food in the infant dietary. In later infancy and early childhood, lowever, it is desirable that other foods be included to supply the increasing demand for food essentials in which the milk diet is inherently deficient.

Modern practices in infant nutrition, while similar in broad aspect, may differ in detail. The first addition to the supplemented milk diet is usually that of cereals or cereal broths. Later, strained vegetables and fruits, valued for their contributions of iron and cellulose materials, are included. Finally, other foods, such as egg yolk, broths and soups, are added to the dietary at the discretion of the physician.

Especially designed and well suited for use in this phase of infant nutrition are the canned strained foods. Manufacturers of such products are mindful of the fact that the highest possible standards as to quality and food values must be maintained—that endorsement or acceptance of these products by the profession can be obtained only after actual trial. Consequently, precautions are taken in the commercial procedures to retain in as high degree as possible the quality characteristics and nutritive values of the raw products used.

Only selected materials at the proper degree of maturity enter into the manu-

facture of commercially strained foods. Within a few hours of harvesting, the raw products are subjected to preparatory operations such as cleansing, peeling or trimming. After preliminary heat treatments, the materials are strained through screens whose interstices are measured in the thousandths of an inch; filled into cans and the cans sealed, heat processed and cooled.

In the canning procedure a number of factors are favorable to the retention of certain fugitive food values. Among these may be included the use of selected, properly matured raw stock; the rapid handling of the harvested crop; the use of steam or a limited amount of water in preliminary cooking operations; the exclusion of air during precooking and straining; the straining of the foods in the liquid in which they were cooked; and the heat processing in sealed containers from which most of the atmospheric oxygen has been removed.

Research has demonstrated that these factors operate effectively in the retention in high degree of food values in the canned strained products (1). Consequently, commercially strained foods or food combinations—readily available on every market—deserve a high place among foods adapted to infant and child feeding, not only from the standpoints of economy and convenience, but by virtue of their nutritive values as well.

## AMERICAN CAN COMPANY

230 Park Avenue, New York City

Journal Nutrition 8, 449 (1984)
 Journal American Dietetic Association 9, 295 (1983)
 Journal Pediatrics 6, 749 (1932)

This is the sixth in a series of monthly articles, which will summarize, for your convenience, the conclusions about canned foods which authorities in natritional research have reached. What phases of canned foods knowledge are of greatest interest to you? Your suggestions will determine the subject matter of future articles. Address a post card to the American Can Company, New York, N. Y.



The Seal of Acceptance denotes that the statements in this advertisement are acceptable to the Committee on Foods of the American Medical Association.

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# FRANK ANSWERS TO QUESTIONS ON BRAN

TO DISCOVER the scientific facts about Kellogg's ALL-BRAN, the Kellogg Company has sponsored years of research in leading nutritional laboratories. Here are some of the results of these studies:

# 1. Is the "bulk" in bran irritating to the intestines?

ANSWER: No, not for the normal person. There are some individuals with highly sensitive intestines who should not eat "bulk" in any form—either in fruits, vegetables or in bran.

# 2. Does bran continue to be effective over a period of months?

ANSWER: Yes. Moreover, dosage does not have to be increased, as with cathartics. In four laboratory studies on a group of healthy women, the laxative effect was as satisfactory in the second month as in the first.

#### 3. Is the "bulk" in bran more effective than that found in fruits and vegetables?

ANSWER: Yes, with many individuals. Laboratory tests indicate that, with certain people, the "bulk" in fruits and vegetables breaks down in the intestinal system. So bran is often more effective.

# 4. Does the medical profession approve the use of bran?

ANSWER: Kellogg's ALL-BRAN is accepted by the American Medical Association Committee on Foods.

Kellogg's ALL-BRAN is sold by all grocers. Made

by Kellogg in Battle Creek.





just idle curiosity. Finally the poor chap grew so ashamed at having to tell the same story over and over again that he simply stopped going to Chamberlain at all.

"Another thing that caused him to quit was what he had heard about Chamberlain and the mother of that Revere girl."

A newcomer to the group whistled.

"You mean the girl in that scandal—the one who was mixed up in the so-called 'park-bench murder'?" he asked.

"Exactly. It was a terrible thing for her family, of coursehaving their name spread on the front page of every newspaper for weeks. Well, it seems that the girl's mother was a patient of Chamberlain's. This thing had hardly blown over when she went to him for treatment of a sinus Naturally her nerves infection. were jittery. Wouldn't you think, therefore, that wild horses couldn't have dragged any mention of the scandal from Chamberlain?"

"You don't mean he talked to her about it?" asked an incredulous listener.

"He did just that—dug into all the gory details while he probed the sinus, till the poor creature put an end to the job by bursting into hysterics. And I suppose Chamberlain wonders to this day why he lost her as a patient!"

The oldest man in the group had kept silent. Now he shook his leoning gray head.

"You boys mustn't be too hard on us old fellows," he said kindly. "Remember, Chamberlain belongs to a vanishing tradition: the old family physician who was concerned with everything in his patients' lives. At least, he's not so bad as poor old McVey, whom I remember from my young days. He was a widower, and lived alone

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—a good doctor, but his practice fell to nothing. And why? Simply because he grew so sloppy and neglectful of his person that he looked like a soiled ragbag.

"Still in all, I always felt that I'd rather have dirty old McVey at my bedside than a young fellow I used to know who was a fellowstudent of my son's. This manhis name was Oliver-always seemed to me to be in a really tragic position. He was an honor student at college, brilliant, eager to serve. He went deliberately into a small town to practice instead of staying in an overcrowd-Yet, once there, he ed city. couldn't stand the gaff. The psychology of a small town was entirely beyond him. He had no idea that people thought him insufferably conceited, too good to join in their interests. Every day he went around violating prejudices and stepping on people's toes. He gave up finally and came back-too late to get a real start anywhere else. To this day he doesn't know what went wrong. Professionally he was-and is-a good man. But he never learned to understand small-town psychology.

"And isn't that what's needed in every case you've been discussing here tonight: Just a simple understanding of psychology?"

With these words the old gentleman picked up his hat.

"There," said one of the men softly, as his tall, stooped form passed through the doorway, "goes one of the grandest men I've ever known. He may not be a famous doctor, but he hasn't a patient who doesn't love him. He's truthful without being an alarmist, interested in what goes on without being a snoop. And with it all he's forever tactful and understanding. Most of us today could feel proud if we did no more than follow in his footsteps."



makes

VAGINAL

PROPHYLAXIS

Easy

NORFORMS (known to physicians as Vagiforms) meet the need for a convenient, easily applied, yet effective vaginal antiseptic. The active ingredients include Parahydrecin a powerful, non-irritating antiseptic, and are in a carefully prepared base which melts quickly at body temperature, and remains in prolonged contact with the tissues.

In treating such conditions as leucorrhea, vaginitis and cervicitis, many physicians find Norforms of great value. Packages of 12 in a box are available at drug stores everywhere. Samples free to physicians upon request. The Norwich Pharmacal Company, Box M.E. 11, Norwich, N. Y.



GLYKERON has a twofold action in the control of coughs:

- It is a bronchial sedative. As such it controls the weakening, distressing cough which serves no useful purpose.
- 2) It is a stimulating expectorant.

  It loosens tight and viscid secretion in the bronchial passages and aids in its expulsion.

GLYKERON is the cough mixture which combines a small dose of codeine with ammonium hypophosphite and therapeutic adjuvants.

It contains no sugar and may be administered to diabetics freely.

Very palatable.

#### DOSAGE-

e Adults, one to two teaspoonfuls every two or three hours or at longer intervals as indicated. Children, from ten drops to one teaspoonful, according to age. Supplied in original 4 ox. B. bottles also in 16 oz. dispensing bottles.

Literature on request.

MARTIN H. SMITH COMPANY
150 LAPAYETTE STREET - NEW YORK, N. Y.



# E**WSVANE**

#### ★ Deathtraps at Home

Accidental death is almost as prevalent in the home as it is on the highway. In 1934, 34,500 people met death in home accidents, 150,000 were maimed for life, and 5.000.000 were injured. aroused Red Cross has decided to do something about it. Its chairman, Rear Admiral Cary T. Grayson, by radioing plans for a concerted drive to "combat the grim spectre of sudden death and maiming injury," launched 3,700 Red Cross chapters and their 9.000 branches recently on a campaign to "make the home safe."

#### \* Law Fails Dying Child

Margaret Kerston, 15, of Perth Amboy, New Jersey, moaned a short time ago at the pain of a ruptured appendix. She moaned as her mother, barricading the door with piled furniture, shrieked, "If she has to die, she'll die in my home and in my arms." Dr. William H. McCormick besought a squad of police to help him to get to the stricken child. "We can't break in," he was told, "the law won't allow it."

For five hours a priest, a chief of police, and two social workers pleaded with Mrs. Kerston to permit the surgery that might keep her daughter from a torturing death. They finally prevailed. Margaret was operated on dangerously late because the law had not been able to take the matter out of the hands of a mentally distracted mother.

#### ★ More or Less Education

To the defense last month of two-year medical schools in general and his own in particular came Dr. Thurman D. Kitchin, president of North Carolina's 33year-old Wake Forest College School of Medicine. Principal bone of contention was the proposal lately advanced by the A.M.A.

Harris & Ewing



REAR ADMIRAL GRAYSON "... combat the grim spectre."

Council on Medical Education to eliminate all two-year schools after 1938. He charged, unequivocally, that the council's purpose is to protect the profits of already licensed practitioners by limiting the output of physicians.

The council's recommendation harmonizes with the convictions of Dr. Walter L. Bierring, expresident of the A.M.A., who said last year: "A fine piece of educational work could well be done if we were to use only one half of the .medical schools in the United 'States."

In supporting his contention, Dr. Bierring differed with Dr. Kitchin's opinion by pointing out that the existing system produces more doctors than can support themselves properly and admits many who are unqualified to study and practice medicine.

#### ★ Prime Contraception

There are now 225 birth control clinics in the United States. This, according to Dr. Eric M. Matsner, medical director of the American Birth Control League, gives us the highest ratio of clinics to

population of any nation in the world. Russia rates second. Dr. Matsner recently returned from a trip to Russia, England, and the Scandinavian countries, where he found that the methods available in birth control centers never surpass and seldom equal those offered in the United States.

#### \* Politician Ousts Politics

New York's plump but fiery Mayor La Guardia received two communications last month which revealed interesting slants on the politico-medical situation in the big city.

Wired the American Hospital Association: "The association, in convention assembled, congratulates the Mayor of New York City on his courageous and beneficial action in removing political influences and corruption from the Department of Hospitals..."

Wrote Howard S. Cullman, president of the Beekman Street Hospital: "I was happy to learn that you are backing the physicians on the civil service list in their fight to prevent the Board of Education from appointing, to the position of School Medical

	ORE THAN 15000 SICIANS HAVE USED SULFORATA	1
	in ACNE and other skin conditions	/
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311	FOR - EX CO., Inc. West 59th St., New York, N. Y. Gentlemen: Please send MAGMA SULFORATA sample and literature.	000
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	City	N

# How menthol reduces irritants in tobacco

A whole series of experiments have shown that menthol exerts a strong control over the amount of irritating aldehydes—including nicotine—taken in by the smoker.

When you draw on a cigarette, the smoke is slightly cooled by its passage through the strands of tobacco. The result is that a certain amount of the tar (which contains the irritating aldehydes) is condensed and remains in the "butt." It will thus be obvious that any additional cooling of the tobacco strands will condense out more of the tar, just as cooling the pipes of an ordinary still increases condensation.

The menthol in the Spud cigarette, when volatilized by the heat of combustion, accomplishes this additional cooling. Thus there is less tar and less irritation in the smoke of a Spud—unless the "butt" is smoked too far down, in which case re-distillation of the tar undoes the good that the menthol has accomplished.

It therefore follows that it is good practice not to smoke more than two-thirds of *any* cigarette. But especially is this true in the case of Spuds. In that way, the small but irritating content of aldehydes in the smoke will be substantially reduced.

# SPUD

MENTHOL-COOLED

CIGARETTES

CORK TIP OR PLAIN

15°FOR 20

THE AXTON-FISHER TOBACCO CO., INC., LOUISVILLE, KY.

Examiner, physicians..from outside the civil service list...

"The attempt of the Board of Education to override the legal rights of a civil service list, which I understand is made up of some of the ablest medical men in New York City, seems to me outrageous..."

#### \* Harvest of Health Data

Some 3.500 professional question-askers started out on October 15 to earn their share of the \$3 .-400,000 which the government has assigned to a national health inventory (announced in August MEDICAL ECONOMICS). By next March it is hoped that 750,000 families will have supplied the answers to the 60-odd questions on the survey forms. The threequarter million from whom information is being sought are domiciled in scores of cities and towns of varying size scattered throughout the states of Massachusetts, New York, Ohio, New Jersey, Pennsylvania, Maryland, Virginia, Georgia, Alabama, Louisiana, Texas, Missouri, Illinois, Michigan, Minnesota, Oregon, Washington, Utah, and California.

When the questioners have done

their job, tabulators and analyzers will go to work on the collected data. They plan to produce indices of the following: the extent and severity of chronic disease and disablement in the United States, the effect of such on unemployment, the incidence of communicable diseases, the effect of illness on the capacity of a family to remain self-supporting, and the extent of membership in sick-benefit organizations.

The medical information gathered by enumerators is to be checked by verifying it with the doctor who may be involved. Cooperation from local medical societies will be sought in this effort.

In addition to the house-to-house search for facts, data is to be garnered from and about medical and nursing facilities in the surveyed areas. When results are finally published, authorities expect a storm of debate and opinion on the twin subjects of costs and provision of medical care.

## ★ What Makes Malpractice

Eight seeds that grow into malpractice suits were identified last month by the Committee on Medical Defense of the Ohio State Medical Society. They are: (1)

# Coupon for Micajah's Suppositories

I work 24 hours. I am always on the job. I shrink hemorrhoids, soothe the rectal mucosa and aid healing. Astringent, analgesic and antiphlogistic. One

Many years of professional acceptance. Advertised to the medical profession exclusively.

Suppository inserted into rectum at bedtime.

Samples on request.

Please

# My New Ad Clicked! Thanks, Doctor

For years I've been running advertisements about Alkalol, but I never had one click like the one I published in this journal last month.

My faith in simple, straight-forward statements without the usual advertising pressure has been justified by your response. I thank you.

#### I'm Just Telling You, Doctor What You've Been Telling Me

Thirty-two years ago I sold the first bottle of Alkalol to a Doctor here in Taunton. Results encouraged me to try other doctors, and from this small beginning Alkalol earned its way around the world. Some businesses are bally-hooed to success, but mine got there solely by way of the physician's prescription pad.

In my files are thousands of unsolicited testimonials from professional men and women who have used and prescribed Alkalol for years. These files are the basis of my "copy" and to my way of thinking you can't get sounder advertising material than this. Let others run the "amazing" proof of their "scientists". I'll stick to the simple statements you have given me.

#### Try Alkalol for COLDS

For head-colds and other irritations of the nasal tract, you will find that Alkalol cleans and soothes irritations thoroughly and pleasantly. Patients like it. Here's the gist of what thousands of physicians have written me during the last thirty years: "I prescribe Alkalol constantly in treating head-

Send your card for FREE SAMPLE Today colds. It's the finest nasal douche I have ever used. An excellent gargle, too."

#### Simple Test Tells Volumes

Here's a little test that proves Alkalol's case better than I could ever tell it. Let me send you a free eye-dropper bottle of Alkalol. Then try it in your own eyes. Alkalol has such a woaderful soothing and healing action on the delicate membrane of the eye that it has been used for years to clear the eyes of infants after silver treatment.

Doesn't it stand to reason, Doctor, that if Alkalol has been so successful in treating such a super-sensitive organ as the eye, that it must be equally efficacious as a douche or spray in coryza, rhinitis, etc.?

#### FREE SAMPLE

Let me send you that free sample of Alkalol. A trial or two will back me up better even than my testimonial file.

This doesn't read or look like most ads, does it? Maybe it seems amateurish to you. But I won't apologize for I don't pretend to know much about advertising unless advertising can be a friendly meeting ground for the exchange of sensible ideas.

If you agree with me let me hear from you—and if you like Alkalol won't you prescribe it in the 8 or 16 ounce bottles that you, or any patient, can get from almost any drug store? (signed)

Times

J. P. WHITTERS

The ALKALOL Company 141-K Washington Street Taunton, Mass. ill-conceived, destructive criticism by Doctor Second of treatment already rendered by Doctor First; (2) profit motive on the part of a disgruntled patient and his lawyer; (3) desire to damage the professional repute of the defendant; (4) fault-finding by relatives and friends of a patient; (5) careless practice by a physician; incomplete examination and treatment; (6) lack of efficient records; (7) inadequate work by a physician's assistants; (8) patients' failure to follow the doctor's orders.

# PRURITUS VULVAE

relieved by

# ASEPTINOL

"I must take a few minutes of my time," writes an M.D., "to tell you what success I had in prescribing Aseptinol in a very stubborn case of senile vaginitis where the itching was so intense as to make it necessary for her to wear gloves at night and nearly drove her crasy. After prescribing several things unsuccessfully, I gave her Aseptinol . . . On her return she said it absolutely stopped the itching and that she....would never be without it."

Aseptinol Ointment has a dual action. It relieves the itehing and promotes healing of the irritated areas at the same time. Write for a free sample.

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#### ★ \$350 to Help Haile

A royal cable for aid reached the U. S. from Ethiopia's Emperor Haile Selassie on October 6: "The Ethiopian people are already suffering the horrors of war," it said. "Doctors and male nurses are urgently needed. Our resources do not permit an engagement for paid services, but the government. will provide maintenance for volunteers."

Two thousand persons who thought they would like to help asked John H. Shaw, Ethiopian Consul General in New York, about the fare to Addis Ababa. They were dismayed to find that a one-way ticket costs more than \$350.

## \* Medical Costs Again

"Certainly there will be no attempt on the part of this organization to duplicate the work of the National Committee on the Costs of Medical Care." Thus Walton H. Hamilton, director of the NRA's newly created con-

# Doctor

# IN CLINICAL AND PRACTICAL USE LIV-A-TONE TABLETS



will surprise you and your patients in results obtained. The proper dose of biliary salts, its laxative action, corrects

HABITUAL CONSTIPATION, BILIOUS ATTACKS AND THOSE LAGGING METABOLIC PROCESSES.

Formula contains Biliary Salts, Podophyllum, Aloinum, Extract Nucis Vomicae, Atropinae Sulphas, and Capsicum. No nausea, griping or diarrhea. Send 50c for a bottle of 100, or \$2 for a bottle of 500 tablets. Do it now before you forget. Samples on request.

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# The Medicinal Ingredients GUAIACOL and CREOSOTE

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The Cataplasm-Plus

An antiphlogistic, decongestive emplastrum for boils, swellings, sprains and endermic application in fever, congestion, etc.

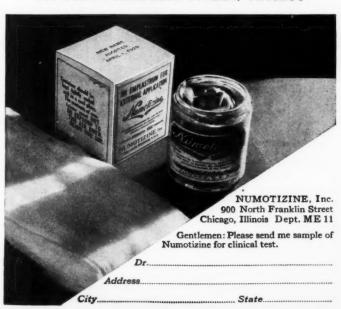
This is the formula:

Beechwood Creosote U.S.P. 13.02

Quinine Sulphate U. S. P....2.6 Methyl Salicylate U. S. P....2.6

C. P. Glycerine and Aluminum Silicate, qs 1000 parts.

NUMOTIZINE, Inc.
900 NORTH FRANKLIN STREET, CHICAGO



sumers' division, replied to MEDICAL ECONOMICS' query about his group's reported aim to reduce medical costs.

However, it is assumed that the division will pay some attention to medical economics when once it starts helping the public to get more for its money. Two facts indicate this: First of all, Michael M. Davis, director of medical services for the Julius Rosenwald Fund, has been appointed one of a consumers' cabinet of seven economists. Second, Mr. Hamilton himself has indicated his keen interest in making medical service "less expensive and bringing it within reach of the masses."

#### \* Laymen Understand

"Our physicians and surgeons are fairly boiling over with important information which they desire to communicate to the general public: but somehow they lack the simple, racy English in which to get it over." Thus, seven years ago, the Saturday Evening Post keynoted a message to its millions of readers. Latest evidence of a new trend that upsets the S.E.P.'s contention is a series of lectures inaugurated last month at the New York Academy of Medicine.

One thousand laymen (includ-

ing 100 standees) heard Harvard's physiology professor, Dr. Walter B. Cannon, impart some



WALTON H. HAMILTON Help for the masses.

of the "fearful and wonderful" facts about physiological mechanism.

Academy president Dr. Eugene H. Pool has said that the purpose of the lecture-series is to promote understanding between

# For Acute and Chronic ARTHRITIS

Endogen "A" combines a leucocyte-increasing sulphur compound with a standardized non-specific protein for the more successful treatment of arthritis. After the fir to recond injection the pain usually disappears and the patient's condition shows marked general improvement.

PAINLESS INTRAGLUTEAL
ADMINISTRATION
Supplied in 2 cc ampoules packages of
12 and 25 ampoules.

## ENDO PRODUCTS, Inc.

395 Fourth Avenue, New



# FOR RELIEF of COUGH RELIEF THIATE and CODEINE

A definite advance over the old "shotgun" cough mixture.

Thiate and Codeine presents TWO valuable drugs—Potassium Guaiacol Sulphonate and Codeine Phosphate.

DURING low-tide convalescence, anemia and debility following a long siege of illness, in "the catarrhal fevers", rheumatic affections,

# FERRO-SALICYLATA

combines in palatable form the valuable antirheumatic and anodyne properties of Merrell's Natural Salicylates with the hematinic, tonic properties of Ferric citrochloride. Supplied in pint bottles only.

#### THE TWO COMPONENTS

Potassium Guaiacol Sulphonate produces the typical guaiacol effect without upsetting digestion—practically tasteless.

Codeine lessens the cough reflex.

#### THE COMBINED EFFECT

Thiate and Codeine (Merrell) offers a sedative-expectorant which quickly controls the cough paroxysms, the tickling and irritation.

Three ounces of Thiate and Codeine is the average prescription.

Write for physicians' sample.

THE WM. S. MERRELL COMPANY

# STORM



Worn, the world over, for every condition requiring Abdominal Support. Every belt is made to order. Ask for literature Katherine L. Storm, M.D. 1701 Diamond St., Philadelphia



JOHN L. RICE, M.D. Drug powwow is postponed.

the profession and the public. Audience reaction indicated that Dr. Cannon's talk served its purpose well.

#### PRESCRIBE

## EFEMIST (HART)



For the relief of nasal congestion

Efemist is both water and tissue fluid soluble. Affords maximum Ephedrine action without irritation. Prove to yourself the superiority of Efemist.

Send for Complimentary Bottle— NOW

		DRUG		Florida		
				mentary	bottle	of
EE	EMI	ST (I	lart).			

## ★ Copeland Bill Preferred

That municipalities all over the country may urge the passage of local food and drug regulations unless national legislation is soon passed was demonstrated last month in New York City. October 14 Dr. John L. Rice, health commissioner, rose from his seat in the aldermanic chambers. A group of men vitally concerned with the making, selling, and advertising of cosmetics and drugs leaned forward. "Very well, gentlemen," said Dr. Rice in effect, "because of your expressed opinion that we have been too hasty, we will postpone this hearing and reconvene on December 2.

Thus a three-day powwow on a new plan for the control of socalled harmful drugs in New

# AN IRISH MOSS EMULSION IN CONSTIPATION KONDREMUL

(CHONDRUS EMULSION)



#### Provides More Satisfying Bowel Movement

The selection of Irish Moss as an emulsifying agent for mineral oil gives a more desirable control effect in constipation because

- It offers a finer (colloidal) type of emulsion.
- A tough film surrounds each globule
   --preventing breakdown in the aii-mentary tract.
- More intimate admixture with the fecal mass.
- 4. Better lubrication-less leakage.
- 5. Provides a soft, moist, bulky stool.

#### A Complete Bowel Regimen

Kondremul Plain—inert—may be used with utmost safety as a regulative in children as well as adults.

Kondremul with Phenolphthalein-beginning treatment in severe constipation.

Kondremul with Cascara—Combines the tonic laxative action of a non-bitter cascara with the soft bulk of Kondremul.

#### THE E. L. PATCH CO.

BOSTON, MASS.

THE E. L. PATCH COMPANY Stoneham 80, Dept. M.E. II, Boston, Mass. Gentlemen: Please send me clinical test

| Sample of Samp

Dr. Mark preference.
Address

City. State
NUTE: Physicians in Canada should mail coupon direct to Charles E. Frosst & Co., Box 308,
Montreal—producers and distributors of Kondremul in Canada.

York was aborted. In December, however, city health authorities plan to accomplish a two-fold purpose. By imposing a registration fee of \$25 on certain "medicines and cosmetics," black-listed because they are deemed potentially harmful, it is hoped that (1) their sale will be reduced and that (2) a revenue of about \$135,000 a year will help make the enforcement of the city sanitary code more efficient.

Most drugmen incline to agree with Lee H. Bristol, vice-president of the Bristol-Myers Corporation, who named the proposal a "most damnable, dastardly piece of legislation." Widely echoed also is the criticism by Mark Eisner, counsel for the Toilet Goods Manufacturers' Association. "We agree," he admitted, "..that the well-being of the citizens is to be considered paramount. But we feel that the enactment of the Copeland Bill. should take care of the problem."

#### ★ Repaying Michigan

For the past month or so Michigan indigents in search of statepaid hospitalization for their children have had to sign an agreement to the effect that when and if able they will reimburse the state in full. Lacking parents, the children are expected to have a guardian who, though poverty stricken, must sign for the bill on a charge account basis. Authorities have assured inquirers that the state will permit repayment in nominal amounts, but the entire cost must eventually be liquidated—if possible.

#### \* Drug Supervision

In the midst of nationwide agitation over the misuse of fat-destroying drugs Pennsylvania's governor recently signed a socalled "dangerous drug" act.

Henceforward, the dispensing and sale of hypnotic, analgesic, and body-weight reducing drugs in the Keystone State will be subject to regulation. Four sections of the act make the following provisions:

No such drug shall be sold or dispensed unless a prescription is presented signed by a physician, dentist, or veterinarian. Registered pharmacists must be responsible for filling the prescription, properly recording it, and affixing identification and directions to containers that hold such drugs.

Manufacturers, pharmacists, and jobbers may not have such



the dependable urinary antiseptic

## CYSTOGEN

Methenamine in its Purest Form

Cystogen Aperient contains in tablet form a granular effervescent salt helpful in regulating bowed dysfunctions. It dissolves uric acid and phosphatic sediments and has a bracing, tonic effect on the stomach. Cystogen flushes the genito-urinary tract with a formaldehyde solution and is regularly indicated for urinary deposits, cystitis and gonorrhea. Samble on request.

CYSTOGEN CHEMICAL CO., 882-3rd Ave., Brooklyn, N.Y.



# Herective Alkalinization

COLDS · INFLUENZA

The value of alkali medication in colds is largely dependent on

adequate dosage. Occasional use and insufficient amounts will not help materially—massive doses every thirty minutes are usually indicated.

## BISODOL • BISODOL MINTS



Because of its balanced formula it is possible to push the dosage of BiSoDoL with a greater degree of safety than with single alkalis.

Both forms of BiSoDoL are exceedingly effective in relieving acid indigestion, sourness, heartburn.

BiSoDoL Mints offer a great convenience because they can be carried in pocket or purse, ready for use at the time of discomfort.

Write for Samples and Literature

BiSoDoL

The BiSoDol Company

#### TILDEN Has Kept Faith With Physicians

#### EPHEDRIA DIONIN

(TILDEN)

For prescription in alleviating the distressing symptoms without gastric upset or over sedation. Composition: Dionin, Benzocaine, Ephedrine Sulphate, Potassium Guiacol Sul-phonate, Cephaline Hydrochloride balanced with other ingredients and com-bined in a manner exclusive with Tilden. Decidedly Palatable—Rapid nuch. Decidedly Palatable—Rapid Results—Economical.

COMMON COLD

For many years physicians have scribed the specialties of The T The Tilden Company more than any others in the ethical pharmaceutical field because Tilden has always kept them under the exclusive control of the medical pro-

Our Medical Information Department will be honored by physicians' requests.

THE TILDEN COMPANY The Oldest Pharmaceutical House in America.

New Lebanon, N. Y. St. Louis, Mo.

Prolonged IODINE MEDICA WITH THE UNDESIRABLE FEATURES MINIMIZED

In chronic cases which require treatment with iodine over an extended period, it is desirable to use a form of iodine that may be administered, for months at a time if necessary, without toxic effect.

#### RIODINE (ASTIER)

With Riodine, an iodine addition product of castor oil having an iodine content of 17% of its total weight, effective iodine medication may be ad-ministered over long periods with little fear of gastro-intestinal or other iodine disturbances.

Write for Information and Sample

GALLIA LABORATORIES, Inc. 450 Seventh Avenue New York drugs in their possession unless they are conspicuously and specifically identified.

The act is to be enforced by the state department of health. and to this end the secretary of health is to make rules and regulations and to employ and decide the pay of necessary assistants.

Violators of the act are to be fined from \$25 to \$100 for each

offense.

#### \* Rommel Ouits World

In 1919, a few months after the Armistice had been signed, death summoned Dr. Charles F. Taylor from his post as editor of the Medical World. His place was taken by Dr. John C. Rommel. who at that time had been on the staff of the publication for nine vears.

This month, after completing a full quarter-century of service. Dr. Rommel relinquished the editorship. Before handing in his resignation on November 1, he aisclosed plans for organizing a new journal to be circulated among the profession and devoted to the interests of internal medicine and general practice. Former readers and contributors are now addressing him at 4601 North Broad Street, Philadelphia.

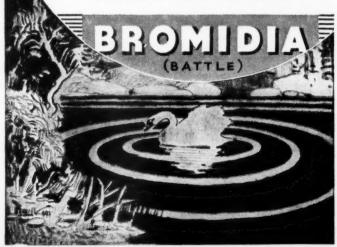
#### ★ G. E. Prexy Wants Money

A minimum per capita expenditure of \$2.50 a year is necessary to guard the public health of this nation's estimated \$1,605,000,000,-000 worth of human beings. Chief General Electrician Gerard Swope maintained last month when, as chairman of the 1935 Mobilization for Human Needs, he made an appeal for health funds. Swope lamented the contrast between the amount needed and the \$1 per capita actually spent each year, pointing out that tax money

## D E P E N D A B L E S E D A T I O N

What is more welcome to the patient with frayed and "jumpy" nerves than the calmness and tranquillity which descend upon him after the administration of Bromidia (Battle) . . . The dependable sedative influence of Bromîdia rests upon the synergistic action of several reliable sedative drugs which, in addition to the bromide, are incorporated into this time-tested and proven preparation . . . Bromidia is safe in the recommended dosage; no untoward after-effects follow its administration . . . Write for sample and literature.

BATTLE & CO., ST. LOUIS, MO.



affords scarcely two thirds of this dollar, the rest coming from community chests and other private sources.

#### \* Mars and Mercury

In slightly more than a decade the Veterans Administration has upped its annual expenditures by

Wide World



FRANK T. HINES Keeps tabs on millions.

more than 16 million dollars while adding 26 hospitals to its set-up,

U. S. Veterans Administrator Frank T. Hines told the Association of Military Surgeons of the United States in New York City last month. Following are the round figures of the increase:

Year (fiscal) Hospitals Cost

	1300	coo, a.	. oop wood	0 000
19	22		53	\$23,530,000
19	27	(not	given)	\$25,282,000
19	32		61	\$34,675,000
19	935		79	\$39,855,000

The military medical men were also informed that about 70% of those on whom the 39 millions were spent last year received treatment for conditions not incurred during military service.

In addition to post-war developments, the convention turned to preparedness. Major General William N. Haskell, speaking at the opening session, urged army doctors to keep pace with other departments. Among other things, he urged them to develop protective measures against such up-to-date weapons as lethal, toxic, and burning gases.

#### \* Nursing Facts

Believing that many people should know about nursing and that many more want to know about it, the Nursing Information Bureau, 50 West 50th Street, New York, is now offering (for 25c) a

## ACTIVIN

The ideal agent for nonspecific therapy in adnexal inflammations.

#### ERNST BISCHOFF COMPANY Incorporated

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# Your Patients

#### Can Advise You Also

"A CAT may look at a Queen."
And sometimes so may a patient turn about and advise his doctor.

You'll find that many of your patients have already discovered the fresh delight of DOLE Hawaiian Pineapple Juice. And they could advise you as follows:

"What could be better for you, Doctor, than a long, cool glass of pineapple juice in the morning? Or a can in the refrigerator all ready for you when you come home in the middle of the night after some call? You'd be surprised how refreshing a glass of this fragrant juice can be. And it is a good source of vitamins B and C, and contains A."

An examination of the typical analysis included here will give you an idea of the content of this natural pineapple juice. You can see that

it provides easily assimilated nourishment which helps combat fatigue periods. Hawaiian Pineapple Company, Ltd., Honolulu, Hawaii. Sales Offices: 215 Market Street, San Francisco, California.

## \* HERE IS A TYPICAL ANALYSIS OF DOLE PINEAPPLE JUICE:

Moisture									85.3%
Ash									0.4
Fat (eth	er	ex	trac	t)					0.3
Protein	(N	x	6.25	)					0.3
Crude fil	bre								0.02
Titratal acid									0.9
Reduci									12.4
Carboh sugars									0.38
And	al	wa	ys I	a	cke	d	wit	he	out

added sugar!

★Won't you drop us a line on your letterhead now and give us the opportunity to send you

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#### LEUCORRHEA CERVICITIS ENDOMETRITIS VAGINITIS

TYREE'S Antiseptic Powder is a highly efficient agent in removing infection and thick adhesive mucus. Non-irritating to delicate mucous membranes. Antiseptic, soothing, and healing. Send for a physician's package.



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FREE Written by a physician. Tells the elementary facts you would have your patients know. More than 150,000 already distributed by physicians. Send the coupon for a supply.

### TYREE'S Antiseptic Powder



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You	may	send	me	physi

You	may.	send.	ma . a	phys	ician's	package	.0
			(state	how	many)	booklets	10
DO 2.	natient	<b>3</b> .					

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City															0		 0	0				

46-page booklet descriptively titled, Some Facts About Nursing. A storehouse of data, it contains comprehensive statistics on nurses and on the distribution of and need for nursing services in the United States. Nurses' schools, activities, opportunities, compensation, and organizations are covered from A to Z.

#### \* Washington Plan Waxes

No sooner had Washington's Medical-Dental Service Bureau gotten fairly under way than it was forecast that other localities would follow suit. During October, society-advised plans parallel to Washington's made their bow in St. Louis, in Westchester County, N. Y., and in Essex County, N. J.

The D.C. project provides low-cost medical and dental treatment for near-indigents, checks on applicants for free treatment, and acts as a clearing house for instalment fees (details in April MEDICAL ECONOMICS).

#### ★ Payment Certified

Governor Paul V. McNutt, Indiana, a short time ago talked to the American College of Hospital Administrators about tourists from outside states who smash

#### OLIODIN

(Iodinized Oil Compound)
For the NOSE and THROAT

Gives: Prompt relief in head colds, thus preventing complications.

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For Rhinitis, acute or chronic. Ozena or Atrophic Rhinitis.

Free trial package on request.
THE DELEOTON COMPANY

Capitol Station, Albany, N. Y.

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WHEN patients complain of "nothing in particular"... when they tell you they "just feel headachy—run down—half-sick", you know that frequently they are suffering from intestinal toxemia and its attendant complication: acid condition. Both are induced and aggravated by faulty elimination.

Correcting these conditions means a big step has been taken toward normal health.

More and more, physicians are finding Sal Hepatica's unique two-way action is particularly effective in such cases...because it combats both the intestinal toxemia and the acid condition. First, it gently yet thoroughly sweeps the intestinal tract free of toxic wastes. And second, its balanced alkalinizing action helps restore normal alkalinity to the bloodstream, counteracts acidity.

Too, many physicians know that Sal Hepatica in alkalinizing doses, i.e. ½ teaspoon to a glass of water, taken two or three times daily, works with minimum laxation...builds up the alkaline reserve...completely eliminates acid condition.

The coupon below will bring you a generous complimentary supply. Mail it today.

#### · SAL HEPATICA ·

MEMO to Bristol-Myers Co., M75 West Street, N. Y. C.

Without charge or obligation on my part, kindly send me samples of Sal Hepatica to be used for clinical purposes. (I enclose my card or letterhead.)

Name	
Street	
City	

themselves in auto accidents, receive treatment and hospitalization, and, departing, leave behind them unpaid bills. It is the governor's idea that when John Q. Public goes motoring in different states he should be required by law to carry a certificate guaranteeing his ability and willingness to pay for any post-accident hospitalization.

#### \* Against Diphtheria

Following the example set by New Jersey's "Public Health Hour" (July MEDICAL ECONOMICS, page 16), at least three other sections of the country are accenting diphtheria immunization for children of pre-school age.

The Tennessee State Medical Association recently laid plans to augment health department work in preventive medicine. Dr. H. H. Shoulders, association secretary, declares that in the field of diphtheria prevention health departments have fallen short because their efforts have been confined to school children. "Diphtheria is most deadly in children under school age," he emphasizes. Tennessee doctors are to immunize indigents' infants for nothing and to ask only minimum fees from those able to pay.

The house of delegates of the Pennsylvania state medical society took action last month on the same problem. It considered a resolution to start the legislative ball rolling toward compulsory immunization for children soon after they attain six months of age.

That Ohio, too, may soon stress diphtheria prevention, is evi-

## Slip Your Fingers around this handle!

See your dealer today, and ask him for the New 10th Anniversary Comprex Cautery. Then slip your fingers around the "Pistol-Grip" Handle. You will notice that this boilable handle actually fits your hand, comfortably—that it does not tire you. Notice that the electrode is always at the correct angle—and that the unobstructed light above the handle provides shadow-free illumination.





#### NEW 10th Anniversary COMPREX CAUTERY

The ONLY compact cautery that provides more-than-ample capacity for all major cauterization procedures.

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# ASPIRIN with ALKALI in an EFFERVESCENT SOLUTION

ASPIR-VESS

More Effective • More Palatable
Better Tolerated

#### CINSA-VESS



Standard Anti-Rheumatic Medication... But a New, More Effective Form

Provides quick symptomatic relief from pain, by supplying a combination of 5 grains cinchophen, 8 grains sodium salicylate, 1/200 grain colchicine, in an alkaline, effervescent tablet.

Cinsa-Vess dissolves rapidly in water. The final solution is palat-

able, definitely alkaline, which serves to combat the associated acidotic condition and reduce the possibility of toxic effects. Aspir-Vess provides in an effervescent tablet a convenient, palatable and unusually effective method of administering aspirin in combination with an alkaline citrate. Not a new therapeutic procedure, but a definite pharmaceutical achievement.

Aspir-Vess secures the analgesic, antipyretic effects of 5 grains aspirin with a systemic alkalizing effect as sodium citrate equivalent to 31 grains sodium bicarbonate and 21 grains citric acid. Secures quicker absorption, a rapid therapeutic response and maximum effect from minimum dosage.

#### **EFFERVESCENT PRODUCTS**

INCORPORATED

FIKHART, INDIANA

possibility of toxic effects.	ELKIIAKI) IIIDIAIA
EFFERVESCENT PRODUCTS, Inc. Elkhart, Indiana	Dept. M.E. 11
Please send me samples and literature on   Asp	ir-Vess Cinsa-Vess
Dr	
Address	
City	State

#### For Peptic Ulcers and Colonic Disorders

#### AO-MUCIN AO-MUCI Palatable 23 grain tablets,

representing 10 grains of concentrated vegetable mucinoid prepared from okra pods, combined with suitable quantities of Electro Colloidal Kaolin, Aluminum Hydroxide and finely divided milk powder.

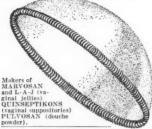
Being a vegetable mucinoid, Kao-Mucin offers the following advantages over animal mucin: Lower cost, smaller dosage, palatability, freedom from toxicity and secretagogues.

Kao-Mucin will prove invaluable in the treatment of peptic and duodenal ulcer, constipation and intestinal statis, in inflammation of the gastro intestinal tract, colitis and in changing the intestinal flora.

Write for folder and complete information. The Columbus Pharmacal Co.

COLUMBUS, OHIO

#### MARVOSAN Perfect Diaphragms



Steam-cured, transparent, smooth finish diaphragms, produced under an improved process resulting in the very finest product of its kind.

Write for Special Introductory Offer Please use Professional Stationery

#### TABLAX COMPANY

Pharmaceutical Laboratories 32 Union Square, New York, N. Y. denced by the fact that it is now investigating the need thereof. A recent survey by the Cleveland health department revealed that almost two thirds of the city's children under six lack protection.

#### \* Rockefeller Institute

Manhattan newspapermen looked on in amazement. It was almost a dream come true.

"It depends, then," suggested John D. Rockefeller, Jr., "which you prefer-to die earlier or to live for cancer?"

Dr. Herbert Spencer Gasser, brand new director of the Rockefeller Institute for Medical Research, nodded assent to his patron's query.

"Perhaps then," Mr. Rockefeller concluded, "there is more promise of fruitful results along physiological lines at present. Of course, I'm speaking from the layman's point of view."

The scene was in the expansive board room of the Rockefeller Institute, hard by the East River at 66th Street, in New York City. Dr. Gasser had just assumed the office of his famed predecessor, Dr. Simon Flexner, retired to private life.

Men and women of the press, gathered for the occasion, saw

#### NEW! This portable HANSON

Personal Scale

Weighs only 9 lbs. in weighs only 9 10s. In carrying case. About size of portable type-writer. Dependably sccurate up to 250 lbs. Ideal for insurance examiners, house or office calls. Complete with case, \$5.50 F.O.B. Chicago.

HANSON SCALE CO. 588 N. Ada St., Chicago

Diet Book for Weight Control-35e

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#### GRAY'S **GLYCERINE** TONIC COMP.

Formula Dr. John P. Gray

CONSTITUENTS—Glycerine, Sherry Wine, Gentian, Taraxacum, Phos-phoric Acid, Carminatives.

INDICATIONS — Auto-Intoxication, Atonic Indigestion, Anemia, Catar-rhal Conditions, Malnutrition, Ner-vous Ailments, General Debility.

DOSAGE-Adults: Two to four teaspoonfuls in a little water before meals three or four times daily.

Children: One-half to one tea-spoonful in water before meals.

Tonic of known dependability that can be prescribed at any season of the year

#### The IMPROVED HYPEROL

is the subject of a brochure in which are submitted reasons for the omission from its formula of Eraotin.

The active ingredients of

#### HYPEROL

A Utero-Ovarian Tonic and Corrective

are: Hydrastine, Quinine, Ferrous Carbonate (Blaud), Aloin and Apiol.

PURDUE FREDERICK CO. 135 Christopher St. New York

AND BURELLE BU

is suggested for the relief and correction of functional disorders of women.

This brochure and sam-ples of Hyperol will be gladly supplied on request

## \* $\mathcal{P}_{ersonal}$ TO DIABETICS

Many physicians began prescribing the oral UVURSIN treatment for Diabetes Mellitus after they first proved its efficacy in their personal or a family case.

More than 22,500 physicians have individually requested & received trial treatments of UVURSIN

For yourself or for a patient we offer you free a sufficiently large treatment for you to obtain clinical evidence of results.

Sold for prescription purposes only.

#### INNOCUOUS . EFFICACIOUS ORAL .

John J. Fulton Company, 88 First St., San Francisco.

Please send me free 27-day demonstration treatment of UVURSIN as illustrated.

Street.



J. D. ROCKEFELLER, Jr. (left) and Dr. HERBERT S. GASSER

They dialogued for newsmen.

three news sources at once: Dr. Gasser, virtually unknown to them; Mr. Rockefeller, known well but rarely a "story"; the institute itself, invariably closed to newsmen, except for occasional driblets of information published in scientific journals.

Dr. Gasser, physiologist, denied that he contemplated immediate changes in the institute, but indicated clearly that the change in directorship from Dr. Flexner, pathologist, might mean something.

The institute's new director is 47, a bachelor. He was called to the Rockefeller post from Cornell University Medical College, where he occupied the chair of professor of physiology and director of the physiological laboratories. His chief lines of research have been concerned with the coagulation of

Always dependable

#### GARDNER'S Hydriodici

Syrupus Acidi Hydriodici
...The Original Product—Not An Imitation developed by

Robert W. Gardner in 1878....

... Prevent substitution by Specifying GARDNER'S in original 4 and 8 ounce bottles . . Each fluid ounce contains 6.66 grains of pure, resublimed IODINE which is palatable, acid in reaction, assuring the constitutional ef-

fects of iodine without causing gastric disturbance.
...The profession today recognizes Iodine to be one of the most valuable oral therapeutic weapons at its command.
Indications include: Common colds, bronchitis, laryngitis,

pharyngitis, pneumonia and other pulmonary affections, hypertension, glandular enlargements, rheumatism, infections, as an adjunct in intestinal infection and mucous colitis.

Advertised solely to the profession. Samples and literature to physicians on request.

Firm of R. W. GARDNER

Orange

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New Jersey



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blood, the problem of traumatic shock, and the electrophysiology of nerves with cathode ray oscillograph.

His earlier educational years were spent at the University of Wisconsin (B.A. and M.A.) and Johns Hopkins (M.D.). He also held faculty posts in the medical school of Washington University, St. Louis.

#### \* Corporate Practice

A bombshell opinion was handed down on October 21, by Judge D. F. Wright, of the Thurston County Superior Court of Washington (state), to the effect that the Olympia Lumberman's Clinic was illegal. It was soon followed by Judge Wright's statement that he would issue an order to compel the outfit to dissolve. Many lumber mill operators and logging companies have been using the clinic's services to provide medical care for their employes.

The judge's decision followed charges by Prosecutor Smith Troy that the O.L.C. was actually a corporation engaged in the insurance business and therefore could not be licensed to practice.

This action is expected to have a far-reaching effect on similar organizations that flourish throughout the country.



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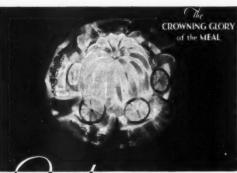
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